JUNE 3, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

POWER YOU CAN FEEL... HERE...

KLZ Denver

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

CBS—560 KC.—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY

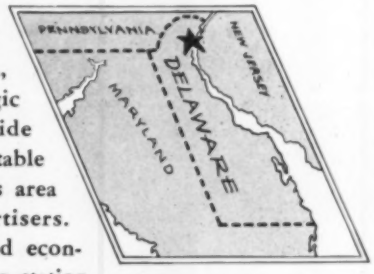
5000 Watts Day and Night

WDEL

wilmington, delaware

SELLS your product in a prosperous, free-spending market

WDEL is located in Wilmington, Delaware—the chemical capital of America. This city includes among its principal industries: E. I. du Pont de Nemours & Co. (Inc.), Hercules Powder Co., Atlas Powder Co., Pusey & Jones Corp., Joseph Bancroft & Sons Co., National Vulcanized Fibre Co., Bond Crown & Cork Co., Amalgamated Leather Co., Inc., Allied Kid Co., etc. The city's strategic location, transportation facilities and wide industrial diversification assure it a great, stable and prosperous future. WDEL covers this area effectively—profitably for many advertisers. Your advertising dollars are wisely and economically spent on this business-getting station.



the **NBC** basic station in the land of plenty

Another addition to

YANKEE NETWORK *News Service*

The WIRE RECORDER

Yankee wire recordings of headliners in the news; Governor Maurice J. Tobin, Massachusetts; Dr. Stoyan Gavrilovic, Chairman UN Site Committee; John Quinn, General Manager, Boston Braves

for on-the-spot reporting of headline news events

From fires and sports to politics and courts, news as it happens is being caught by Yankee's wire recorder.

More accurately than a reporter's notebook, it gets the factual eye-witness account of the news — the scene, the action, the exact words of the headline personalities participating.

Yankee established one of the country's first independent radio news services. The wire recorder is the latest addition to facilities which have made Yankee New England's largest radio news service — with complete AP wires, International wires, direct Washington wire, Reuter's Service and a large local and regional staff of trained newsmen. Yankee has a distinguished list of commentators including Cedric Foster, Bill Cunningham and Nelson Churchill with his "Nine O'Clock News"; plus play-by-play sportcasters such as Jim Britt, Tom Hussey and Lester Smith.

Yankee "News While it is News" is on the air, on the hour, four times daily (since 1934), in addition to news flashes around the clock. The Yankee newsroom never closes.

The great range of its news sources and mechanical facilities explain why Yankee has a long and impressive list of news beats to its credit — and why Yankee's "News While it is News" is first with the New England audience.

Recent headliners in the News via Yankee Wire Recorder

★

Dean James M. Landis
Harvard Law School

Father Daniel Linehan, S.J.
Weston College Seismologist

Irving Berlin

Rudolph King,
Mass. Registrar of Motor Vehicles

Jake Lindsey
Winner Congressional Medal of Honor

Stanley Kyriakides
1946 B.A.A. Marathon Winner

Joseph P. Kennedy
Former Ambassador to Great Britain

Joe Cronin
Manager, Red Sox

Billy Southworth
Manager, Boston Braves

Dr. Kirtley Mather
Harvard University

Denny Meyers
Head Coach, Boston College

Art Ross
General Manager, Boston Bruins

General Jonathan Wainwright
Hero of Bataan

Dick Harlow
Harvard Football Coach

Don Budge
Pro Tennis Star

Dr. Karl T. Compton
President, M.I.T.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

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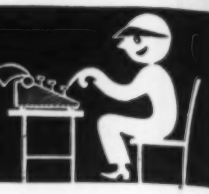
BROADCASTING... at deadline



Closed Circuit

SOME FOLKS in New York are reported on pins and needles over WOV sale's complications. Now that Mester Bros. transaction for purchase of station for $300,000 is headed for courts by virtue of FCC refusal to approve sale, Arde Bulova and Harry Henshel, WOV principal owners, are forestalled from negotiating with others. Latest proposal, already in writing, understood to be $1,000,000 offer of David Dubinsky's International Ladies' Garment Workers Union.

YOU CAN take it or leave it because there's no confirmation, but Washington's vaunted grapevine has OPA Administrator Paul A. Porter returning to FCC soon—irrespective of what happens to pending legislation for extension of beleaguered price control agency. It would entail new presidential nomination and Senate confirmation, with Acting Chairman Denny moving over. President Truman has kept chairmanship vacant as promised since Porter was drafted for arduous OPA task last March.

FOOD-DRUG-COSMETICS field, representing substantially one third of network revenue, is being advised by experts to snap up network periods available because of return of summer doldrums. One of network newcomers expected to be Plough Inc. of Memphis, which has been looking for choice time to buttress its spot campaigns for some months.

NEGOTIATIONS looking to sale of WPTZ, Philco's television station in Philadelphia, may be concluded by time this issue reaches you. Convinced manufacturing provides sufficiently wide scope to occupy its energies, Philco having conversations with *Philadelphia Inquirer* (WFIL) and *Philadelphia Bulletin* (WPEN) to relieve it of programming burdens. Deal probably would cover arrangements to permit continuation of experimentation in television relays.

WHAT'S destined to be important book on radio now is in drafting stage. Author is J. Leonard Reinsch, managing director of Cox radio stations and radio adviser to President. Titled *Broadcast Station Management*, volume will trace station operation from filing of application to filing of renewal and is designed as textbook as well as handbook for stations. Publisher is Harper & Bros. with first printing scheduled next year.

THE MARITIME Commission earmarking about $1,000,000 for advertising surplus property. Agency to be selected. But thus far, plans are for newspapers and trade magazines because no one has come up with appealing radio idea. In fact, radio has made very little effort, it is understood.

NOW THAT FCC has proposed denial of sale of KQW by Bruntons to CBS for $950,000, look for other negotiations for acquisition of station probably at more substantial figure. Sale to others, however, unlikely until legal remedies

(*Continued on page 94*)

Upcoming

June 5: Meeting of Public Advisory Committee of the Advertising Council, Waldorf-Astoria, New York.

June 5-7: NAB Sales Managers Executive Committee, Statler Hotel, Washington.

(For other Upcomings, see page 52.)

Bulletins

EXTENSION of waiver of Rule 3.407 permitting Mutual to broadcast on delayed basis without usual identifying announcements until end of daylight saving time granted Friday by FCC. Commission earlier granted similar waiver to ABC.

TO DETERMINE whether Radio Station WOW Inc., Omaha, can justify $3,500,000 rental for WOW from Woodmen of the World over 25-year period and still operate 'in public interest," FCC Friday ordered station's license renewal set for hearing. WOW leased to present lessee, headed by John J. Gillin Jr., WOW general manager, last August [BROADCASTING, Aug. 27].

Business Briefly

GENERAL FOODS SHIFT ● Part of General Foods reshuffling of its fall shows starts with *Adventures of the Thin Man*, 7-7:30 p. m., moving into *Baby Snooks* time 6:30-7 p. m. on CBS, effective Aug. 8. New time not set for *Baby Snooks*. Agency, Young & Rubicam, New York. (Another GF story, page 89.)

SPORTS SPONSOR ● Willoughby Machine & Tool Co., Willoughby, O., today, starts for 13 weeks *The Sports Parade* on KDKA Pittsburgh, Mon. through Sat., 11:15-11:25 p. m. Agency, Gregory Adv. Inc., Cleveland.

CPA TO CUT APPROVALS

APPROVAL of building authorizations by local offices of Civilian Production Administration to be cut two-thirds in dollar volume for at least next 45 days. Drastic order announced by CPA Administrator John D. Small ascribed to impact of strikes on output of building materials and to large volume of construction now under way (earlier story on page 73). New building projects will be allowed only if vital to public health and safety, essential to increased food supply, urgently needed for new residential areas, or without impact on housing program. Order construed as temporary body blow at new radio buildings.

FCC Would Deny Sale of KQW to CBS

"CHARACTER" of stations—their frequencies and powers, not numbers alone—is determining factor in judging "concentration of control," FCC ruled in late Friday decision proposing denial of $950,000 sale of KQW San Francisco by Brunton brothers and C. L. McCarthy to CBS [CLOSED CIRCUIT, May 27].

Comrs. E. K. Jett and Ray C. Wakefield dissented, disputing majority's arguments that CBS present ownership of six 50 kw clear channel stations and one 5-kw regional represents concentration of control in AM which should not be extended. They contended public interest would benefit by approval of sale.

Majority proposed opinion cited FCC 1941 "Report on Chain Broadcasting," said since then Commission policy has been toward lessening of concentration of control by networks or others. Similar policy against concentration of control follows in FM and television, majority continued, noting FM ownership is limited to six stations while television tops is five. Said majority opinion:

"The Commission is of the opinion that in AM, as in FM, it is against the public interest to permit a concentration of control of broadcasting facilities in any single person or organization. Such concentration of control—particularly in AM—is not a factor of the absolute number of stations alone but depends also upon the character of the facilities involved, e.g., the powers and the frequencies of the stations. [Obviously, one well-located 50,000 w clear channel station may be the equivalent of many local or regional channel stations]. As has been pointed out, CBS already owns directly seven AM stations, six of which are 50,000 w clear channel stations, and the seventh, a 5,000 w regional station. In the Commission's opinion, the ownership of these stations already represents such a concentration of control of AM facilities that it should not be extended."

Commissioner Jett argued that CBS ownership of KQW would better assure network transmission of programs from "the important San Francisco Bay area" and that, since NBC and ABC own one station each out of 11 in that area, transfer would improve network competitive situation.

"There is nothing in the record to support a finding that the seven stations (of CBS) ... constitute a concentration of control," he declared. "Furthermore, such a finding is contrary to the Commission's views expressed in its 'Report on Chain Broadcasting'," in which FCC held it inadvisable to prohibit network from owning station in "key" cities, including San Francisco.

"Moreover," he said, "in my opinion, the doctrine of free enterprise and competition does not lend itself to a policy which seems to set an arbitrary limit on the ownership of stations." Rather, he said, each case should be considered separately. While common control of six stations "in a small section" might be against public interest, he said, twice that number over widely separated areas might cause no opposition.

Commissioner Wakefield, agreeing "in general" with Commissioner Jett, said majority opinion "ignores completely such essential factors" as number of stations in San Francisco Bay area, distance from other CBS-owned stations, and importance of owned stations in San

(*Continued on page 94*)

The Magic Seed

Young Jack rubbed his dazzled eyes when he beheld the Giant Beanstalk—looking, perhaps, much like advertisers who discover the power of spot radio. Just sending a modest budget into the air and reaping a rich harvest seems like magic!

But there is no magic to spot radio—the medium that covers specific markets or the entire country. It's intensive sales effect where you want it—when you want it.

Advertisers using the stations listed here know the success of spot radio—the medium that can force distribution; fit distribution or sell an institutional idea.

●

REPRESENTED NATIONALLY BY

★ ★ ★ EDWARD PETRY & CO., INC. ★ ★ ★

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

SPOT RADIO LIST		
WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WJR	Detroit	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

TOURISTS—

Who Spend over $14,000,000 Annually

Mt. Rainier in Washington

Over three-quarters of a million visitors will spend over $14,000,000 in Seattle in 1946.

This picturesque city of lakes and hills is ideally situated for year 'round sports, which include, boating, skiing, hunting and fishing.

Evergreen fairways make golf an all year sport, and the owners of over 30,000 small boats in Puget Sound and nearby lakes enjoy the thrill of boating, winter and summer, because of the pleasant and mild climate in this majestic country.

Mt. Rainer . . . Mt. Baker . . . the San Juan Islands . . . literally hundreds of fishable lakes and streams . . . all these and more are within a three-hour drive of Seattle.

KIRO, with 50,000 watts at 710 KC, delivers the finest radio service to this rich market . . . it brings Columbia programs to Seattle, Tacoma and the rich Pacific Northwest.

SEATTLE TACOMA KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts

710 kc

CBS

Represented by

FREE and PETERS, Inc.

BROADCASTING

TELECASTING

Published Weekly by Broadcasting Publications, Inc.

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*
Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Jack Levy, Rufus Crater, Lawrence Christopher, Mary Zurhorst, Adele Porter, Margaret Elliott, Eleanor Brumbaugh, Irving Kipnes.

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MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Cleo Kathas.
AUDITING: B. T. Taishoff, Irving C. Miller, Mildred Racoosin.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*
Frank Bannister, Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION

WINFIELD R. LEVI, *Manager*

NEW YORK BUREAU

250 Park Ave. *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Dorothy Macarow, Patricia Foley.
Bruce Robertson, *Senior Associate Editor*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Helen Jean Tobias.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE $5.00 PER YEAR, 15c PER COPY

FOOD

top industry of the NASHVILLE area

Foods of every kind, from flour to ice cream, are processed here—adding over 22 million dollars yearly to the enormous value of industrial products made in the Nashville area. . . . Workers in the food industry are part of more than one million prosperous people in this market area whose annual income is over 800 million dollars. . . . In retail stores alone each person spends more than 356 dollars every year—making a rich territory for steady sale of your product. . . . Get your share of the Nashville market with an advertising message broadcast at reasonable listener cost over WSIX.

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

5,000 WATTS
980 K. C.

AMERICAN MUTUAL

Represented Nationally by THE KATZ AGENCY, INC.

It happened on NB

BUD ABBOTT

Born William Abbott under a circus tent in Asbury Park, New Jersey, he was the son of a circus advance man and a bareback rider. His first job was in Coney Island's Dreamland Park where he did a kid-prank in the Crystal Ma When the customers would get lost in the maze, Abbott would appear and lisp: "Are you lost, mister? I'll take you outside for a dime."

At sixteen Abbott occupied the box office of a Brooklyn burlesque theater. He had just got this job when he walked into a waterfront café and woke up to find himself stoking coal on a Norwegian freighter bound for its home port. Back in Brooklyn he re-entered the box office field, and later with his brother operated theaters in six cities.

One night in a Pennsylvania town he was rushed on stage to replace an ailing comic. He never left the stage. In 1936 he joined a sad-faced little clown named Lou Costell in a Minsky burlesque unit in Chicago.

▶ In January, 1938, Bud Abbott and Lou Costello were doing a five-a-day act at Loew's State Theater on Broadway. Ted Collins, Kate Smith's business manager, was in the audience and spotted them. They appeared on the Kate Smith Hour. Soon they were regularly engaged on this show. In July, 1940, they moved to NBC as a summer replacement for Fred Allen. The following April they began a regular spot on the Edgar Bergen-Charlie McCarthy show. In October, 1942, under the sponsorship of Camel Cigarettes, they began their own show on NBC. It immediately became one of the top Hooper-rated shows.

Back of their fun-façade, Abbott and Costello take life seriously. They pride themselves that in all their years in burlesque they never used a profane word. Concerned with the growing juvenile delinquency problem, they have established a national youth-serving agency to promote the

AMERICA'S NO. 1 NETWOR

(The Story of Abbott and Costello) NO. 12 OF A SERIES

LOU COSTELLO

Born Louis Cristillo in Paterson, New Jersey, his first love was basketball. He attended high school only during the basketball season. When his teacher made him write on the blackboard 100 times. "I'm a bad boy," he never forgot it. Years later it became a trade mark known to millions—"I'm a Ba-a-a-d boy!"

Lou hitchhiked to Hollywood, arriving with 65¢ in his pocket. During his first six months in the film capital he was constantly on the verge of starvation. Helene Costello, starring in an early talkie, "Trail of '98," was required to dive out of the second floor window of a Klondike hotel. Dressed in a flowing black wig and a can-can dress, Lou took the dive. Later he also took her name—out of gratitude when she saved his job for him.

After two years of stunting and bit parts he hitchhiked back east and landed a job in burlesque in St. Joseph, Missouri. Then he was off to Minsky's and a fateful rendezvous with Bud Abbott.

health and good citizenship of boys and girls. Known as the Lou Costello, Jr. Youth Foundation—named in memory of Costello's infant son who died in 1943—its headquarters will be a building costing more than $200,000, financed entirely by Abbott and Costello.

Abbott and Costello would be the first to tell you that their real success came with radio. Once on NBC they skyrocketed to fame and fortune. It is a familiar story. Opera stars or burlesque comedians, concert singers or boogie woogie idols—it makes no difference. Given that indefinable something known as showmanship, backed by genuine talent, they achieve their greatest success on NBC. For NBC impartially opens to showmanship and talent of all kinds its superlative facilities which lead to the world's greatest audience and the association of other great programs heard on NBC.

NBC
Service of Radio
Division of America

...the National Broadcasting Company

PUBLIC INTEREST means STEADY LISTENING in NEBRASKA'S

2nd market

Only ONE radio station is programmed for Nebraska's Second Market—LINCOLN—the State Capital, the home of the State University, and trading center for Nebraska's richest farming district.

Listeners make a habit of dialing KFOR because they have found KFOR serves their interests and theirs alone.

Lincoln is a high-income market and KFOR delivers it thoroughly and more economically than any other station.

Write today for the attractive booklet showing how KFOR's alert, aggressive staff can produce results for you.

Represented by
EDWARD PETRY CO., INC.

KFOR
GORDON GRAY, Vice Pres. and General Manager
HARRY PECK, Station Manager
BASIC ABC and MUTUAL
LINCOLN, NEBRASKA

We Had Our 'Lost Weekend'

Dear Subscriber:

You wouldn't think railroad strikes would have much to do with publishing a magazine. But they do.

Many BROADCASTING subscribers in principal centers of circulation are still wondering how they got their May 27th issue on time. For the strike, though settled May 25, set back delivery schedules at least two days. We've printed a lot of wordage lately about public service. Perhaps we can be forgiven for reviewing briefly a little of our own.

On May 23, when the rail strike was underway and there was no sign of relief, we began wondering what we were going to do about distribution of the 108-page issue with which we were wrestling.

This is what we did:

We printed, between 12 midnight and 3 a. m. Saturday, a special supplement to subscribers. It was in the form of a newsletter. We could get this through (and did) because the Post Office was accepting first class air mailers. It was sent to the entire individual subscription list. This newsletter was a digest of the upcoming magazine.

On Saturday morning, we wrote a digest of the digest ---a 1,000-word report. This was delivered to Associated Press, International News Service and the United Press. They were good enough to file it to all radio clients. A low bow to the gentlemen of those enterprising organizations for cooperation beyond the call of duty.

Well, when the magazines started rolling off the presses Saturday morning, the strike had not abated and the gloom was as thick as soup.

We figured that the least we could do was try to get service to the largest centers of circulation. The Post Office had informed us they would give us written authority for distribution of the list if we could get the magazines to the terminal offices.

Here's how we did it:

We sent two automobile loads to New York, Philadelphia and Baltimore. One auto was piloted by a BROADCASTING staffer, the other by one of our print shop foremen.

We sent several mail bags full to Chicago by air express (17 cents per copy). We love the West Coast, and we would have done the same for Los Angeles, San Francisco and Seattle---but we have to eat (about 70 cents per copy).

Late Saturday we learned that a friend of ours, Bob Deigert---a Washington radio architect---was driving to Detroit Sunday morning. So we loaded up his conveyance with as many magazines as it would hold.

You know, we're glad we went to all the trouble--- because we have been getting (unsolicited) letters and telegrams and phone calls ever since. That sort of thing reaches us where we live. Letters like the following (we quote excerpts, because there have been too many to go into detail):

From Lee Little, general manager, KTUC Tucson: (a telegram) "Thanks for UP summary. Nobody but BROADCASTING could originate and execute such good idea. Congratulations."

Eugenia Price, Chicago producer: "Thank you especially for your letter which you troubled to make up . . . I look forward to years of good reading from your excellent publication."

John J. Kelly, KYW Philadelphia: "I wish to congratulate you on your ingenuity, foresight and consideration for the readers' interest. The news letter was a great idea, also the summary on the Press Association wire---both typical of BROADCASTING!"

Charles H. Crutchfield, general manager, WBT Charlotte: "Just read your condensation of this week's

(Continued on page 88)

Outstanding listener loyalty in the rich industrial and agricultural area it covers—Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia — is your assurance of sales results.

5000 WATTS DAY AND NIGHT

Bulova Proves It!....

Since September 1944, *without interruption,* the famous slogan "Bulova, Masterpiece of Fine Watchmaking" has reminded listeners in America's Fourth Largest Market* of its distinguished timepieces. Yes, *84 times each week* Bulova Time Signals are broadcast over New Jersey's First Station, *because Bulova knows*—

WAAT delivers more listeners per dollar in America's 4TH Largest Market* than any other station— including all 50,000 watters!

WAAT

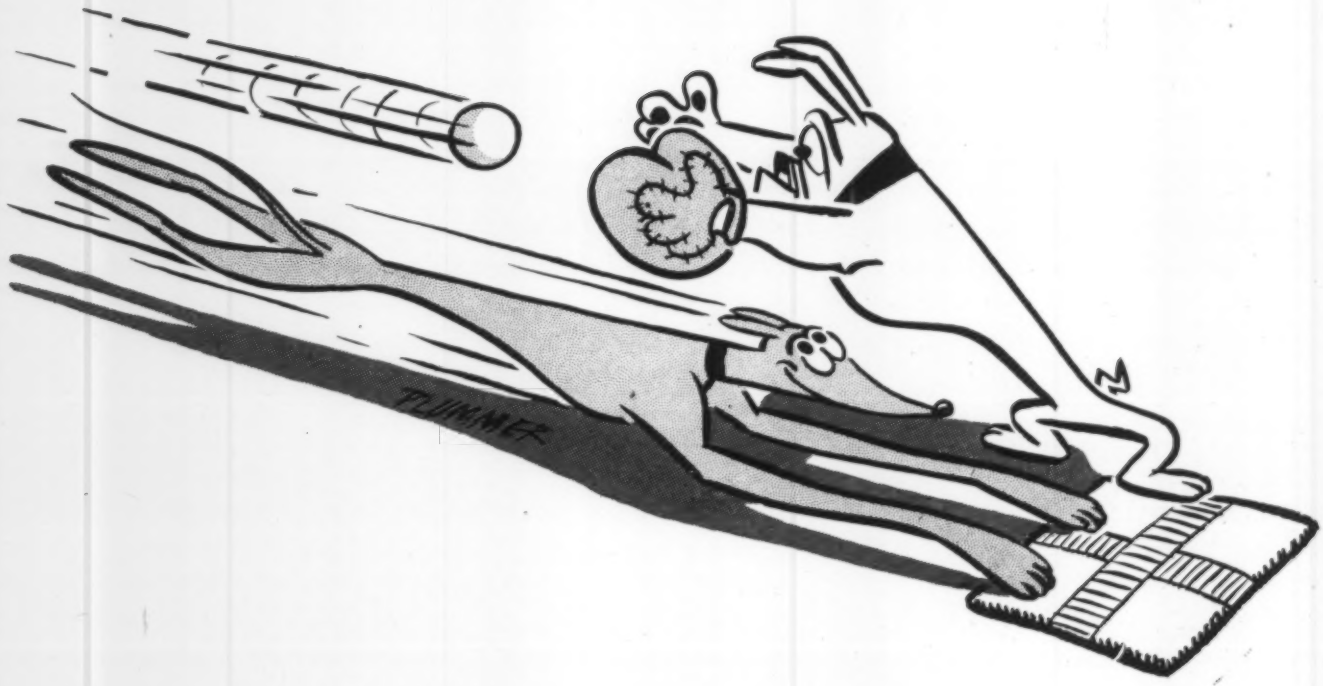
970 KC
NEWARK, N. J.

**Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne, Dallas.*

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!



● From where we sit, it seems to us that nine out of ten close decisions go to the man who tries hardest, the man who puts out the most *effort*.

If you have high ambitions for selecting the best programs, the best times and the best stations in any of the markets listed at the right, *call F&P!* We'll dig in and give you a *complete* presentation of availabilities, ratings and costs—we'll turn ourselves inside out to help you secure the *finest* package your money can buy, regardless of how much work it requires. Ready? Set? Go!

EXCLUSIVE REPRESENTATIVES:

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BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SHENANDOAH	KMA
SYRACUSE	WFBL
TULSA	KTUL

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 · NEW YORK: *444 Madison Ave.* Plaza 5-4130 · DETROIT: *645 Griswold St.* Cadillac 1886 · SAN FRANCISCO: *58 Sutter* Sutter 4353 · HOLLYWOOD: *6331 Hollywood* Hollywood 2151 · ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
TELECASTING

VOL. 30, No. 22 WASHINGTON, D. C., June 3, 1946 $5.00 A YEAR—15c A COPY

Petrillo Seeks Lea Act Test; Assails Congress

Prosecution Seen; Clark Studies Complaint

FACING THE BIGGEST test of his tempestuous career as music czar, James Caesar Petrillo convenes his American Federation of Musicians in annual convention in St. Petersburg, Fla. today (June 3) after having hurled defiance at Congress and the courts to do something about his admitted and willful violation of the Lea Act prohibiting featherbedding in radio.

Last Tuesday he "pulled the plug" on WAAF Chicago, a "news and music" station, because it refused to hire three additional "musicians" to perform the functions of librarians, thereby precipitating what he hoped would be a Supreme Court test of the Lea Act. This set the FBI on his trail to determine whether the strike against WAAF should be prosecuted by the U. S. attorney in Chicago, J. Albert Woll.

Test of New Law

George R. McSwain, chief Chicago FBI field agent, made his investigation, transmitted his findings to Washington and Attorney General Tom C. Clark was studying the report. Because it is a test of a new law, it was indicated Friday that a few days might elapse before judgment as to prosecution is reached. The best guess was that the Attorney General will order proceedings against Mr. Petrillo and his Chicago AFM.

Meanwhile, it was apparent that the case with WAAF would keynote the Petrillo campaign for reelection as AFM head. Already the AFM Executive Board has wired President Truman urging him to veto the Congress-passed Case Bill (see page 84). At his news conference Friday President Truman said he wanted to study the measure before making his decision.

Should the Case Bill become law, it would, like the Lea Act, affect Petrillo's featherbedding practices, in that it prohibits any employer from contributing to any welfare funds administered wholly by unions. It also bans secondary boycotts, one of Petrillo's chief weapons in dealing with the networks. Neither bill affects present contracts, however.

Mr. Petrillo disclosed in Florida last Thursday that his "welfare fund" from royalties assessed manufacturers on records had reached approximately $1,000,000 since he began collecting in November 1944. He added the income, should it continue, was expected to reach $2,500,000 a year. This compares to the original estimate of $4,000,000 annually. The "welfare fund" has been kept in a separate account, he said. The 1400 AFM delegates at the Florida convention will decide this week, he explained, how it is to be disbursed.

Admits Violation

In his news conference Thursday Mr. Petrillo said: "We are violating the laws of the United States if the Lea Act is a constitutional law. If I have violated a Federal law, it is only because I feel it is unconstitutional."

Mr. Petrillo's action came after he had gone through the motions of negotiating with NAB President Justin Miller on amicable settlement of radio's music problems. But Petrillo tacitly admitted in his public statement and at a news conference that this was no time to negotiate. He hurled invective at the NAB which he described as "big business and Wall Street."

WAAF, operated by the *Drovers Journal*, headed by Ward Neff, has no staff orchestra. It has used three AFM members as "pancake turners" and librarians. Mr. Petrillo demanded it double the number to six at the standard wage of between $60 and $70 weekly. When the station sought to bargain, the AFM head, who is also president of the Chicago Federation, called the strike.

In both his public statement, obviously written with the advice of his lawyers, and his oral comments, the AFM head made it abundantly clear that he was defying the Lea Act, which became law April 16 after overwhelming votes in both Senate and House. The measure makes it a misdemeanor, punishable by $1,000 fine, one year in jail or both, to force broadcasters to hire more persons than they need. It was the first anti-featherbedding bill to be passed by Congress and aroused heated opposition in extreme left labor circles.

Petrillo Strategem

Timing of the WAAF strike to precede the AFM annual convention was another obvious Petrillo strategem. He had been ducking NAB President Miller for several weeks on resumption of their conversations looking toward adjustment of AFM differences with radio pertaining not only to standard station contracts but to use of music on FM stations and for television. The *entente cordiale* between the two association heads appeared headed for the rocks last week, when Judge Miller wrote the AFM head seeking reopening of talks [BROADCASTING, May 27].

Mr. Petrillo declared Tuesday, before departing for St. Petersburg, that he thought the strike might last 10 days or two weeks.

The extent to which the NAB might participate in the proceedings was not evident last week. Pursuant to the Lea Act, the United States Attorney in the district in which the alleged violation is committed proceeds against the union.

Conferences were held last Tuesday and Wednesday by District Attorney Woll in Chicago, with William J. Friedman, Charles K. Schwartz and Harry Schulman, WAAF attorneys who presented a written complaint and reasons for contending that the Lea Act was violated.

Mr. Woll, son of Matthew Woll, second vice president of the American Federation of Labor, with which AFM is affiliated, emphasized "the tremendous public importance" of the case.

Chief counsel for AFM is Joseph A. Padway, general counsel of the parent federation. Mr. Padway had left Washington last Wednesday for the Florida sessions of AFM. At AFL headquarters in Washington it was stated that the Petrillo suit was an AFM affair.

A. D. (Jess) Willard, NAB executive vice president, said last Tuesday before leaving Washington for the week, that the NAB position is that "enforcement of this law is in the hands of the United States attorneys. Our suggestion to stations has been that if they think the Lea Act is being violated, they should take the matter up with the Federal prosecutors."

NAB President Miller was en route to the West Coast last Wednesday and made no formal comment. There were reactions, however, in Congressional quarters. Rep. J. Percy Priest (D-Tenn), member of the House Interstate and Foreign Commerce Committee which drafted the bill, asserted the WAAF matter would bring a quick test of the law's constitutionality. "The sooner the better," he said.

Taylor's Views

Senator Glenn Taylor (D-Idaho), ex-cowboy yodeler, publicly and privately has lambasted his colleagues for passage of the Lea Bill. It was reported that he had observed that some stations

(*Continued on page 14*)

"Okay, boys. Shake and come out fighting . . ."

This picture of Justin Miller (l) and James C. Petrillo, cordially shaking hands, was taken Jan. 18 in Chicago when the NAB president and the AFM chief were talking truce. The grins became grim last week.

Developments

May 11—Petrillo ordered WAAF Chicago to double "musicians" staff to six; refused to negotiate.

May 28—Ordered strike against WAAF; at news conference said he had violated Lea Act, ready to "face music."

May 29—J. Albert Woll, U. S. District Attorney, met with WAAF counsel, who filed written complaint.

May 30—In Florida Petrillo said his record "welfare fund" had grown to $1,000,000; expected to make WAAF case keynote for campaign to be reelected AFM head.

May 31—Attorney General Clark studying WAAF case; Federal prosecution appeared likely.

Move Over, John L., Whitney, etc.; Jimmy's Here . . *An Editorial*

MAYBE BECAUSE he once played a trumpet ("very soft") Jimmy Petrillo knows his fanfares. Maybe that's why he chose to call the strike against WAAF, Chicago daytime station, on the eve of the AFM convention in St. Petersburg. Musicians, you know, can hold annual conventions in resort cities.

James Caesar Petrillo, who recently offered $100,000 for a "public relations" adviser, and was told it was "too late," will make his grand entrance today, Monday, June 3 at the AFM annual meeting. He comes fresh from his Chicago conquest. For hadn't he jerked three platter-turner "librarians" from WAAF? Hadn't he damned Congress for its passage of the Lea Bill? Hadn't he gotten his "relief and welfare" fund from the record manufacturers which brings in an estimated $4,000,000 a year?

And, the neatest trick of the labor circuit, hadn't he stood up NAB President Justin Miller? Here Judge Miller had met with him three times on a note of peace and harmony, had appointed a special music committee. And up pops little Jimmy with a lawsuit and an epithet. The NAB he described as "big business and Wall Street."

Judge Miller, upon assuming the NAB presidency last October, said he felt fair-minded men should be able to solve their problems on the "dotted line instead of the picket line." With deference to Judge Miller, we questioned the approach. We had seen Jimmy perform for a decade.

Jimmy was in character in announcing the WAAF strike. He even had the press release set up. There was a blank space for the call letters. The same strike could have been called almost anywhere, just so it came before that AFM convention. Jimmy probably had reasons for filing in Chicago, his home town. He's also president of the Chicago Federation of Musicians, you know, from which he draws a separate salary. The Chicago local also gives him a summer home, paid for and everything. All those sustaining programs from Chicago over the networks come to you "through courtesy of James C. Petrillo, president of the," etc.

The WAAF strike means little except as a token. The station is operating. It can get along well enough without its three platter-turner-"librarians," paid $60 to $70 per week. Not one of them is a fugitive from the New York Philharmonic. The station doesn't want to hire the three additional "experts" Jimmy insists upon. It is a clear cut test of the Lea Bill, commonly called the anti-Petrillo Bill, which swept through House and Senate by virtually unanimous vote in April. Jimmy says he "expected prosecution" and is prepared to go to jail if the courts uphold the discriminatory law.

Jimmy, for once, is right. This is a clear-cut test of labor union featherbedding. The U. S. Attorney, J. Albert Woll, must first determine that there is featherbedding. Then he can proceed in the Federal courts.

Ward A. Neff, owner of the *Drovers Journal*, which owns WAAF, is the publisher of several important publications. He is a leader in journalism.

We hope Mr. Neff and his WAAF will follow through vigorously. We hope the NAB will pitch in full force. We hope all members of Congress read Jimmy Petrillo's latest outbursts.

And Jimmy might oil his trusty trumpet and warm up on: *If I Had the Wings of an Angel*

Petrillo

(*Continued from page 13*)

and networks are more fearful of the effect of the bill than the musicians. Senator Taylor sought to block passage of the bill last April in the Senate, and was the spearhead of the AFRA lobbying campaign against it. Last week while debating the Case Labor Bill, Senator Taylor was ordered to take his seat by the president pro tem after he charged the Senate acted like "jackasses" in passing the Lea Bill.

WAAF, one of Chicago's oldest stations, has a staff of 15 employes, three of whom are AFM members performing the platter-turner and record-filing functions. A station official, who declined to be identified, said none of the three could play instruments. The station continued on the air after the Petrillo-ordered strike last Tuesday. Bradley R. Eidmann, station manager, said WAAF can get along readily without musicians, since it uses no live music. Other employes were filling in, carrying records from the library to turntables and playing them.

Mr. Petrillo said he insisted that WAAF hire three additional musicians because "they need six men to turn the platters and play music; they should have an organist, a piano player and a fiddler. We want them to play music."

WAAF has operated without an AFM contract since February 1944. On May 11 it was notified by the union that it had to hire three additional "musicians." On one occasion the station proposed to compromise by hiring one extra AFM member but Mr. Petrillo, obviously preparing for his test case, was quoted as having retorted on each occasion: "Hire three men, or else."

At his Chicago news conference Tuesday the AFM head said he knew he was probably violating the law and that he was ready to "face the music—and I don't mean amateur music or foreign music, gentlemen." He charged that WAAF makes "more than $200,000 a year profit," and shouted: "If they're going to grow, we're going to grow with them."

Mr. Eidmann said he was curious to know where Mr. Petrillo got his figures, but declined to comment on the station's income or profits, stating "that's no business of Petrillo's; it's only the concern of the Treasury and I'm happy to say we get along very well with the Treasury and they have no complaint."

[EDITOR'S NOTE: It is understood WAAF grosses in the neighborhood of $200,000 and that its net before taxes is about half that figure.]

Assails Congress

At his sumptuous office, the AFM head blasted Congress for adoption of the Lea Bill. "What does Congress know about our business?" he asked. "What do they know about the labor movement? The way they're going today they're showing that they don't know anything about the labor movement."

In the course of the conference, he pounded his desk, grimaced, posed for a picture, and asked: "How am I doin' boys?" He charged also that Congress was working for "special interests." These he identified as: "The National Association of Broadcasters —big business and Wall Street."

Alluding to WAAF as a "canned music station," Mr. Petrillo insisted that music had helped the radio industry to make radio a 395-million-dollar business. "We helped put it there, we want our share."

In his prepared statements, Mr. Petrillo had said that he "expected prosecution" and that he was prepared to go to jail if the courts upheld "the un-American discriminatory provisions of the law."

An indication that AFM was prepared to proceed against some station was given with the release of the formal statement by Mr. Petrillo, prepared by his attorneys. The call letters "WAAF" were typed in a blank space. This might mean also that the AFM union proposes to move against other stations.

Drawn for BROADCASTING by Sid Hix

"Senator, the networks are demanding equal time!"

Test by Television

A. E. RITTENHOUSE Co., Heneoye Falls, N. Y. (electric door chimes), will sponsor a new video series, *Chime Time*, to be produced by ABC on the Du Mont station, WABD New York, for four consecutive Thursdays starting June 6, 8-8:15 p.m. Featuring Jean Tighe, former vocalist with Guy Lombardo, in a format designed to utilize the musical quality of the company's chimes, video series will test four program styles with the most successful to be used as the basis for a radio series now being planned for this sponsor. Series was arranged by Donovan and Thomas, New York, agency for Rittenhouse.

Power of 1 kw Proposed for Community FM

Facsimile Fostered In Recommended Rule Changes

DESIGNATION of Class A for the community type FM station and a relaxation of the limitation on power, permitting 1 kw, are among significant amendments to the FM rules and standards proposed by the FCC. Barring requests for oral argument, the changes will take effect June 15.

NEW DESIGNATIONS for the various classes of FM stations and higher power for the community type outlet were among changes proposed by the FCC last Tuesday to take effect June 15 unless requests are filed for oral argument.

The suggested changes, incorporated in proposed amendments to the FCC Rules and Regulations and Standards of Good Engineering Practice Concerning FM Broadcasting, were designed to simplify the allocation and assignment of FM facilities. They provide that:

1. There shall be two classes of FM commercial stations—Class A (now known as community) and Class B (including metropolitan and rural).

2. Community stations, now limited to 250 w effective radiated power with 250 ft. antenna height, shall be provided a minimum of 100 w and a maximum of 1 kw effective radiated power with same antenna height.

3. The tentative allocation plan adopted last December for metropolitan and rural stations [BROADCASTING, Dec. 24] will stand. No allocation plan is proposed for community stations.

4. Facsimile transmission will be authorized on any community, metropolitan or rural channel in Area I or Area II.

5. There would be 20 Class A channels provided in both Area I and Area II but none would be specifically reserved for facsimile.

6. All of the 20 Class A channels are available for assignment in cities which are not the central city or cities of a metropolitan district, ten of which are also available for central cities of metropolitan districts having fewer than six Class B stations. However, until more FM stations are authorized the Commission will not grant community stations in central cities of metropolitan districts having four or more standard stations.

7. The Commission will provide a range of power and antenna heights for metropolitan and rural stations in Area II within which applicants may make selections.

Desirable Change

The proposed reclassification of stations was regarded in broadcasting circles as a highly desirable change which should be of general benefit to FM. The designation of Class A for the community station, it was believed, would eliminate the stigma from the term "community" and stimulate greater interest in this type of outlet. Commission officials have pointed out on numerous occasions that there has been a lack of appreciation of the community station, which has a service area substantially in excess of the local standard station and sometimes equal to that of a regional station.

By raising the 250 w effective radiated power limitation to 1 kw, the Commission would give further impetus to the community station while retaining the 50-mile separation on the same channel and the 35-mile separation on adjacent channels. The principal factor in advocating the higher power, it was learned, was to provide a stronger signal from the community station which would be received by the smaller as well as the larger FM sets without the use of an outside antenna.

In proposing facsimile transmission on any channel, it is understood the Commission was taking cognizance of expected rapid developments in this service and at the same time making possible the fullest utilization of frequencies which, until FM sets are in wide use, will be used for only part of the day.

The Commission would also provide more community channels in Area II, which includes all the United States except Massachusetts, Rhode Island, Connecticut, New Jersey, Delaware, District of Columbia, and parts of New York, Pennsylvania, Maryland, and New Hampshire. At present only 10 of the 20 channels assigned for community stations are available in Area II. It is proposed that all 20 channels be available in both Area I and Area II, none to be reserved specifically for facsimile.

Leave Door Open

In proposing to make available 10 community channels for assignment in central cities of metropolitan districts which have fewer than six Class B stations, the Commission was believed to be leaving the door open for Class A stations in cities which have not taken up the number of metropolitan FM channels available. A footnote to the proposed amendment explained that this expansion would not be permitted in cities having four or more standard stations until more FM stations are authorized.

Simplification of the problem of assigning coverage areas for metropolitan stations in Area II was made possible through a proposal to provide a range of power and antenna heights from which applicants can draw in filing for stations. Under the present rules, the Commission must designate the service areas for metropolitan stations in Area II.

Under the allocation plan for FM adopted by the Commission in December, provision was made for more than 1,500 metropolitan and rural stations. The plan provided that the number of FM channels should be 50% to 100% greater than the number of standard stations in each city or market area. There were no specific allocations for community channels, the Commission stating that it would not be practical to set up a pattern for these stations, several thousand of which might be provided from the 20 available channels.

As of May 22, the Commission had made 441 conditional grants, had 126 applications in hearing, 261 applications awaiting action, and 53 stations in operation or authorized prior to wartime restrictions. Were all applications for which there are channels granted, there would be a total of aproximately 800 FM stations put into operation or about half the number of metropolitan channels provided.

The bulk of FM grants issued have been for metropolitan stations but recent applications have revealed a greater proportion of community channel requests.

President's Ratings

PRESIDENT TRUMAN's two weekend speeches on the railroad strike were heard by a national audience of 39,000,000 adult Americans listening on all networks, according to a survey made for CBS by C. E. Hooper Inc. The President's address Friday night, May 24, was heard by 25,217,000. His Hooperating was 34.4; his share of the listening audience was 95%. The Saturday afternoon address was heard by 14,040,000 adults. His Hooperating was 27.8, and his share of the listening audience 95.1%.

Text of Proposed Standards for FM

May 28, 1946.

AMENDMENT OF RULES AND ENGINEERING STANDARDS CONCERNING FM BROADCASTING PROPOSED

THE FEDERAL Communications Commission today announced adoption of an order proposing to amend certain of its Rules and Standards concerning FM Broadcasting. The proposed changes are designed to simplify the allocation and assignment of facilities in this service. In absence of protests on or before June 15, 1946, it is not contemplated that Oral Argument will be held thereon.

The three previous classes of FM Broadcast stations would be reduced to two: Class A (formerly designated as Community) and Class B (including the former Metropolitan and Rural Classes). The 20 Class A channels are designed to render service primarily to a Community or to a city or town other than the principal city of an area, and surrounding rural area. The 60 Class B channels are designed to render service primarily to metropolitan districts or principal cities and surrounding rural area, or to rural areas removed from large centers of population.

Stations in the Community class are now limited to 250 watts of effective radiated power with 250 feet antenna height; the proposed rule for Class A stations provides a coverage equivalent to a minimum of 0.1 kw and a maximum of 1.0 kw effective radiated power with the same antenna height. The minimum mileage separation specified for Class A stations would be the same as now specified for Community stations.

The present rule states that service areas will be designated by the Commission for Metropolitan stations in Area II and appropriate power and antenna height will be authorized. Under the proposed rule, a range of power and antenna heights are provided for Class B stations within which the appropriate values may be requested by applicants.

For the purpose of allocation, the proposed rules divide the United States into two areas as at present (Sec. 3.202); however, the footnote appended to this rule would be modified to reflect present conditions.

It is contemplated that the tentative allocation plan for Metropolitan (and Rural) FM stations announced in December 1945, would continue to be followed in the assignment of Class B stations. No allocation plan is being proposed at this time for Class A stations.

Ten channels (from 106.1 to 107.9 mc) are not now available for Community stations in Area II. The proposed rules provide for 20 Class A channels in both Area I and Area II, and no channels would be specifically reserved for facsimile. However, it is proposed

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AFA Convention Stresses Peace Role

Over 1,000 Are Present In Spite of Rail Tieup

KEYNOTED by dedication of advertising to a win-the-peace role, Advertising Federation of America held its 42d annual convention May 26-29 in Milwaukee. The four-day meeting was strictly non-radio in character, NAB President Justin Miller being unable to deliver a scheduled address because of business pressure and transportation trouble.

Over 1,000 advertising men attended despite the rail tieup. Sole broadcast speaker was Gardner Cowles Jr., president of Register & Tribune Co., and Cowles Broadcasting Co., who described his impressions of Europe gleaned from a recent inspection trip.

Mr. Cowles called on advertising as an industry to cooperate with the Government in fostering goodwill and understanding among nations and to lend creative talent to ideas that will encourage assistance to millions of war victims.

Allan T. Preyer, Morse International, was elected AFA board chairman. He has just completed a term as president of the Advertising Club of New York. AFA president, a three-year post, is Elon G. Borton. Robert S. Peare, General Electric Co., was reelected treasurer. Mrs. Elizabeth Bj Kidd, N. W. Ayer & Son, winner of the 1945 Josephine Snapp award [BROADCASTING, May 27], was elected secretary and Charles E. Murphy was reelected general counsel.

Board Reelections

Reelected to the board of directors for two-year terms were Joe M. Dawson, Geyer, Cornell & Newell, AFA board chairman for the past year; Paul Garrett, General Motors Corp., and John H. Platt, Kraft Foods Corp. New directors elected were Fairfax M. Cone, Foote, Cone & Belding; George S. McMillen, Bristol-Myers Co.; Graham Patterson, *Pathfinder;* Robert Copeland, past president Adcraft Club of Detroit; Charles Allen, Connecticut Light & Power Co.; Palmer Hoyt, *Denver Post.* AFA executive officers were elected by the new board.

Advertising has overcome its "sins of omission" of the past decade to win new confidence and respect from those it serves, Comr. Robert E. Freer, of the Federal Trade Commission, said at the closing session Wednesday. He declared the association's platform of "truth in advertising" has had far-reaching effects and has lightened the load of the FTC's work.

Commissioner Freer said work of the AFA, combined with efforts of "determined men from the nation's advertising clubs," was an inspiration to members of the FTC who must administer legal sanctions against public deception.

Labor Secretary Speaks

Secretary of Labor Lewis B. Schwellenbach, guest of honor at the Monday meeting, took an optimistic view of the future, foreseeing a new era of prosperity with wage levels of the average family materially increased. He cited the 65-cent minimum wage legislation now in Congress. This alone, he said, would give advertising men a great incentive to meet the rising demand for consumer goods. Through advertising and the competitive system, he added, American industry can produce goods which will not only improve the national welfare but have an "unlimited effect" on international business.

Special exhibits and meetings were devoted to retail, transportation, direct, industrial and outdoor advertising. No radio exhibits were on display. WTMJ and WISN, Milwaukee, were hosts at receptions to the delegates. Only a dozen broadcasters were registered at the AFA meeting.

Awards for outstanding achievement by an advertising club were made at the Monday banquet. They were divided into three categories —cities over 300,000; cities under 300,000; women's advertising clubs — and were based on planning, publicizing and promoting projects in the interest of advertising, the public or the community.

Campaign to sell the nation on advertising's value was arranged by the AFA, using the techniques that promoted Government programs so effectively during the war. President Borton said the drive will begin this fall. AFA seeks to impress on the average consumer the fact that advertising, by selling products in quantity and keeping the wheels of industry turning, makes his job secure.

Nationwide network of ad clubs will be utilized, along with radio stations and newspapers. Campaign will be much more extensive than the 300-station, 3,000-newspaper drive of a similar nature conducted before the war.

First award in the first class went to Milwaukee Ad Club, with second award to the St. Louis Club and honorable mention to Columbus C. of C. Ad Club, Adcraft Club of Detroit and Ad Club of Boston. First award in second class was given to the Birmingham club with second award to Syracuse and honorable mention to Springfield (Ill.), Peoria, and Lynchburg (Va.) clubs. First award in third class was given Advertising Women of New York. Second award went to Women's Advertising Club, St. Louis, and honorable mention to women's clubs in Cleveland, Los Angeles and Chicago.

Young Elected

Lewis D. Young, *Indianapolis Times,* was elected chairman of the Council on Men's Advertising Clubs. Other officers elected to the council were J. Rex Huguley, Oklahoma Paper Co.; Karl T. Finn, *Cincinnati Times-Star;* Mrs. Prudence Allured, *Manufacturing Confectioner.* All council members automatically become vice-presidents of the AFA.

L. A. Video Hearings Resume June 20

Engineering Testimony To Be Presented At Sessions

ENGINEERING testimony on Los Angeles television applications will be taken starting June 20 in Washington, and it appeared likely last week that evidence on the "fifth issue"—Paramount Pictures Inc.'s interests in seven firms seeking video stations in nine cities—would be heard in the same sessions.

With consent of applicants and counsel upon completion of the Los Angeles phase of the hearings last Tuesday, Harry M. Plotkin, FCC assistant general counsel, who presided, set June 20 as date for resumption to consider engineering data. While no official announcement was made regarding evidence on the multiple ownership issue involving Paramount, executives of the motion picture firm said it was their understanding that this phase, too, would be considered in the proceedings starting June 20.

Multiple Ownership

The multiple ownership question was added to the issues for the Los Angeles hearings only a few days before the sessions opened, with an order that this testimony be taken later and made a part of the record [BROADCASTING, May 20, 27]. The issue involves Paramount interests in the following applicants for television stations: Television Productions Inc., Los Angeles; Allen B. Du Mont Labs., Cleveland, Pittsburgh, and Cincinnati; United Theatres Corp., Detroit; New England Theatres Inc., Boston; Comerford Publix Theatres Corp., Scranton, Pa.; Interstate Circuit Inc., Dallas; Maison Blanche Co., New Orleans.

Of the eight applicants for seven channels, the Los Angeles hearings revealed Hughes Tool Co. as contemplating the largest financial investment in television. Hughes' estimate was an initial cost of $1,850,000. Earle C. Anthony Inc. (KFI) said it would equal that amount "if necessary" [BROADCASTING, May 27].

Times-Mirror Co. outlined plans for a $4,300,000 investment but said $3,000,000 of this sum was earmarked for construction of a 10-story office building in which radio and television facilities would be housed. NBC also contemplated a starting investment of $1,300,000.

Don Lee Broadcasting System (KHJ) and Television Productions Inc., a Paramount Pictures subsidiary, based their proposed program plans on experience in operating experimental television stations in Los Angeles (Don Lee operates W6XAO and formerly held, but abandoned, a construction permit for a commercial video station, KTSL Hollywood; Television Productions operates W6XYZ). NBC (WNBT New York) and ABC projected program plans on the basis of experience in New York and other eastern points. The remaining applicants—Dorothy S. Thackrey (KLAC KYA WLIB), Hughes, Times Mirror, and KFI —said they based their programming estimates on studies and conferences with consultants in the video field.

Final presentation of the hearing was for Mrs. Thackrey's application. Witnesses included Mrs. Thackrey; her husband, Ted Thackrey; Don Fedderson, vice president and general manager of KYA-KLAC, and Paul Schulz, chief engineer. The public service records of Mrs. Thackrey's *New York Post,* with emphasis on its San Francisco (UN) Conference edition, and of all three of Mrs. Thackrey's stations were stressed.

Mutual Assistance

Times-Mirror's testimony, presented Monday, disclosed an exclusive arrangement between the company and Pasadena Community Playhouse calling for mutual assistance in dramatic production. Charles F. Prickett, Playhouse general manager, said the newspaper had agreed to loan the nonprofit Playhouse $200,000 to construct a television building, and that the newspaper would use these facilities for two hours weekly. Rental charges would amortize the obligation, he explained.

Times-Mirror President Norman Chandler sketched plans for a $4,300,000 building, said he anticipated $40,000 monthly operating expenses for the contemplated station, and estimated it would be four or five years before the property would break even.

Other Times-Mirror witnesses were David M. Crandell, who would manage the proposed television station, and Ray A. Monfort, who would be chief engineer.

Paul Raibourn, vice president of

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CAB to Fight Government Encroachment

Blue Book Cited As Example Of Trend

By JAMES MONTAGNES

THREATENED with curtailment because of the announced Canadian Government policy to shift clear channels for the benefit of new 50 kw Canadian Broadcasting Corp. stations, the Canadian Assn. of Broadcasters, in 12th annual convention at Chateau Frontenac, Quebec, last week marshalled forces to fight further Government encroachment on private industry.

The U. S. FCC Blue Book and Charles A. Siepmann's *Radio's Second Chance* were cited as examples showing the trend towards more bureaucratic regulation of broadcasting on this Continent. Canadian broadcasters were warned to fight further Government encroachment through public opinion.

Regulatory Body

CAB membership authorized its Board of Directors to appoint a new chief executive and arrange for a public relations campaign. The convention adopted resolutions to the effect (1) that it is not in the public interest for CBC to be permitted to interfere with or take over frequencies now assigned to independently-owned stations, and that CAB vigorously oppose such interference; (2) that a new and impartial body should take over regulatory powers from CBC as long as CBC is engaged in commercial broadcasting in competition with private enterprise, and that the new body regulate all Canadian stations.

A resolution called on the Parliamentary Committee on Broadcasting, Ottawa, to set up such a regulatory body. Ralph Maybank, Winnipeg Liberal, was elected Parliamentary Committee chairman.

A five-man Music Committee was authorized to discuss union problems with CBC and Walter Murdoch, James Caesar Petrillo's Canadian counterpart, and to facilitate harmonious relations between individual stations and local unions.

Next CAB meeting is planned for Banff, late next May.

U. S. Delegations

Despite the short-lived railway strike, a large number of U. S. network, agency, advertiser and BMB officials helped swell the first postwar convention to an attendance of more than 300. Representatives from all phases of the broadcasting industry in Canada attended the four-day meeting held May 27-30.

Directors elected for the 1946-47 term were: G. R. A. Rice, CFRN Edmonton; A. M. Cairns, CFAC Calgary; Lloyd Moffatt, CKBI Prince Albert; F. H. Elphicke, CKWX Vancouver; Harry Sedgwick, CFRB Toronto; Ken. D. Soble, CHML Hamilton; Jack Beardall, CFCO Chatham; A Gauthier, CHLT Sherbrooke; N. Thivierge, CHRC Quebec; Col. Keith Rogers, CFCY Charlottetown; and Maj. William C. Borrett, CHNS Halifax.

AMERICAN, Canadian, British and Australian broadcasters meeting at Quebec: (l to r) A. C. Paddison, Australian Federation of Commercial Broadcasting Stations; Bob Swezey, MBS; Michael Barkway, BBC; Frank White, CBS; Otto P. Brandt, ABC; Art Evans, CAB; George Young, CBC; Harry T. Tedman, J. J. Gibbons Ltd.; Easton Woolley, NBC; Johnny Gillin, WOW; and H. Beckjordan, AAA.

Most Important Year

Declaring that 1946 is the most important year in Canadian radio, Harry Sedgwick, CAB Board of Directors chairman, opened the sessions on Monday morning. Appointment of a Royal Commission to investigate copyright fees for music and a Parliamentary committee to investigate broadcasting were highlights of the 1946 radio year, he stated. Reviewing 1945 and the first five months of 1946 since the last CAB meeting in February 1945, Mr. Sedgwick pointed to the establishment of an engineering department by the CAB and reported that a number of member stations already were using the department to advantage.

A lengthy report on commercial continuity prepared by Bob Jones, Colgate-Palmolive-Peet, Toronto, chairman of the CAB Commercial Continuity Committee, stated that "too many advertisers judge the effect of their radio programs by the ratings and lose sight of the sales effect of the commercials." The report was the result of four listener surveys made in the past year by *Canadian Facts*, Toronto, for the committee. As a result of these surveys the committee summed up its findings with the observations that (1) commercials which are most acceptable to the public are those which are sincere, believable, interesting, informative, product newsworthy, and provide entertainment; (2) that advertisers who have been most successful with their commercials treat listeners with respect, develop commercials as skillfully as they do programs; (3) that commercials with objectionable features lose selling value if used over a long period; (4) that most objectionable features in radio commercials can be corrected without sacrificing sales effect; (5) that probably most dangerous feature of commercial broadcasting today is poor programming created by crowded periods of spot announcements over some stations; (6) that radio advertising can be made more effective if greater study is given to the preparation and delivery of commercials; (7) that station managers' experience can be very helpful in planning and placing spot announcements so as to overcome objectionable features.

The commercial continuity report was read by Lloyd Moore, manager of CFRB Toronto, in absence of Mr. Jones. CAB unanimously voted that committee continue another year's research, CAB underwriting expenses.

Rate Card Delay

CAB will continue to issue the standardized rate forms of member stations, the CAB Committee on Rate Standardization reported through its chairman, John Tregale, All-Canada Radio Facilities, Toronto. Some delay in issuing revised rate cards for 1946 at July 1 is expected, due to numerous stations awaiting new transmitting equipment for power increases.

New members presented at the opening morning session included CJAV Port Alberni, B. C.; CJBQ Belleville, Ont.; CJCJ Calgary; CHAT Medicine Hat, Alta.; CHEF Granby, Que.; CJOB Winnipeg; CFBC St. John, N. B. There are now 81 members in the CAB, which is almost full representation of Canadian private broadcasting stations.

Monday Afternoon Session

Afternoon session of the first day was turned over to Bureau of Broadcast Measurement, with Lou Phenner, Canadian Cellucotton, Toronto, and BBM president, as chairman. Mr. Phenner reported that 47 of 81 CAB members were BBM members. He reviewed work done in the two years since BBM inception and reported on progress of the second survey being made on the same basis as that of BMB in the U. S. The second BBM survey is expected to be available for

(Continued on page 82)

BBM and BMB EXECUTIVES at CAB convention at Quebec: Standing (l to r) Walter Elliott, Elliott-Haynes; Bill Cranston, CKOC Hamilton; Sam Barton, Industrial Surveys; John Churchill, BMB; Athol McQuarrie, BBM. Seated (l to r) Hector Fontaine, Canadian Adv. Agency; E. A. Weir, CBC; Lou Phenner, Canadian Cellucotton, and BBM president; Adrian Head, J. Walter Thompson, Toronto; Harold Stephenson, Canada Starch Co.

WHBQ SALE NOTICE IS ISSUED BY FCC

PUBLIC NOTICE on the proposed sale of WHBQ Memphis to Harding College, Searcy, Ark., was being prepared late last week by FCC, which reported it would defer action for 60 days from May 20 to permit the filing of applications matching the college's $300,000 bid for the station.

The application [BROADCASTING, May 20] calls for the college, owned by Church of Christ, to buy 50% from Mrs. Stella H. Thompson, widow of Thomas Thompson, station founder and 25% each from S. D. Wooten Jr., chief engineer of WREC Memphis, and Mrs. Emily P. Alburty, wife of E. A. (Bob) Alburty, WHBQ general manager. WHBQ operates fulltime with 250 w on 1400 kc. FCC's notice was to be published in *Federal Register* in compliance with the Avco "auction" plan. Applicants started advertising the projected transfer May 20 in the Memphis *Commercial Appeal*.

Koste Named

JACK KOSTE, formerly with William Estey & Co. and Spot Sales Inc., has been named New York sales manager of Forjoe & Co., station representative. Mr. Koste served overseas with the armed forces.

G. I. "CASEYS"
Were Set to Take Over Controls
That Eventful Day

SATURDAY, May 25, was a hectic day for radio, but it could have been worse. The Army was posed to take over the railroads until President Truman ad libbed that line about the capitulation of the railroads.

Now it can be told. The Army Radio Branch, unbeknownst to the networks, was poised to ask for half-an-hour Saturday night on all networks and stations. Either Secretary of War Patterson, or General Eisenhower, chief of staff, would have gone on to explain just how the Army proposed to take over operation of the roads and guarantee protection for returning railroaders.

At the Army Radio Branch, prepared to act upon orders, was Lieut. Edgar M. (Casey) Jones, formerly assistant information officer of the FCC, who had been through most of the Pacific campaign. No inkling had been given the networks, but the Army's radio room in the Pentagon, from which direct pickups are made, had been cleared for action —all except actual fixing of mikes which is handled by network technicians.

In Army tradition, the radio arrangements were to wait until they could see the "whites of their eyes." The elaborate radio plan, after the President's epochal utterance, was relegated for File 13, as good as new.

'LIBERTY' FREE OF LaGUARDIA
Tart Commentaries Too Much for Magazine;
ABC Continues Him Sustaining

By EDWIN H. JAMES

FIORELLO H. LaGUARDIA's hyperacidity at last proved too much for his sponsor to stomach. With the air of a man with morning-after indigestion *Liberty* magazine last week swore off the Little Flower.

Liberty took the pledge in a peremptory notification to ABC that it was cancelling, "effective immediately," its contract for sponsorship of Mr. LaGuardia's Sunday commentaries (9:30-9:45 p. m.).

One of the magazine's executives was quoted as explaining that Mr. LaGuardia had become "too controversial" and that public interest in his broadcasts had lately waned.

Hooperating

There could be little dispute on the executive's first allegation. Within the past fortnight the bumptious ex-mayor of New York had hopped hard on the National Assn. of Manufacturers and the management of American railroads. To a magazine which, like radio, depends upon advertising for its life, the Little Flower's diatribes against these two groups could hardly prove soothing.

There was reason to believe, however, that the second charge by the magazine was ill-founded. Mr. LaGuardia's latest Hooperating was 6.2, a measurable improvement over his previous score of 5.3. In the same period that his rating increased, those of most other commentators declined considerably.

ABC announced it would keep Mr. LaGuardia on the air at the usual time on a sustaining basis. The network also announced that *Liberty* had "purchased a time period" Mondays 10-10:15 p.m., beginning today, for a new program.

The new show will feature, as a news commentator, Edward Maher, who as editor of *Liberty* magazine, will presumably prove less irritating to the management than Mr. LaGuardia. The new program will continue until July 1 when the magazine's contract expires.

Mr. LaGuardia, no man to keep silent, was quick to raise his voice after *Liberty* disowned him. Said he: "I don't think *Liberty* magazine and I were very happy together."

He had notified ABC of this himself, he said, last April 28. As to the magazine's termination of its contract, Mr. LaGuardia said: "It's all right with me. I have no contract with *Liberty*. My contract is with American Broadcasting Co."

Mr. LaGuardia said he had been "informed" that his erstwhile sponsor had been displeased with statements he made in his broadcast May 26. At that time, in a rage against U. S. railroad management, he declared that the companies were "out to starve their workers into submission."

The former mayor's 12-12:15 p. m. Sunday news commentary on WJZ New York for June Dairy Products Co. is not affected by the ruckus with *Liberty*.

General Mills Adds

GENERAL MILLS, Minneapolis, expands sponsorship of the *Lone Ranger* on ABC to include the network's Pacific Coast stations effective June 24 on Mon.-Wed. 7-7:30 p. m. (PST) and Sat. 8:30-9 p. m. (DST). Contract, placed through Dancer, Fitzgerald and Sample, Chicago, is for 52 weeks. Milling company recently renewed sponsorship of four ABC programs: *Betty Crocker, Hymns of All Churches, Jack Armstrong,* over the full network and *Lone Ranger* on 55 stations.

Mitchell to Agency

JACK MITCHELL has been appointed by The Frederick-Clinton Co., New York, to head newly formed radio department of the agency. Mr. Mitchell is a former account executive of MBS. In his new post he will be a member of the firm's plans board in addition to directing radio activities. Mr. Mitchell saw combat duty with the Navy, being with that service 2½ years. Staley Goodman, former sales and advertising manager of Superb Glove Co., becomes merchandising director of Frederic-Clinton and Adria Aldrich, formerly with Best Foods and Verne Burnett, is named director of publicity for the agency.

Mr. Mitchell

Succeeds Sinatra

THE "Sad Sack," every soldier's other self, who was famed for his eloquent silence in George Baker's *Yank* magazine cartoons, will be given a voice and put on the radio as a summer replacement for Frank Sinatra, Wed. 9-9:30 p. m., effective June 12. Show is sponsored by P. Lorillard Co. (Old Golds) through Lennen & Mitchell.

Video News Service

ABC HAS made arrangements with its 205 affiliate stations to send to network headquarters in New York films of important events in their communities, thus supplying the network's video department with a nationwide news service for television release, via WABD New York, WRGB Schenectady or WPTZ Philadelphia, video stations with whom ABC has arrangements for televising programs created by the network.

PORT HURON OUTLET SOLD FOR $300,000

ACQUISITION of WHLS Port Huron, Michigan, by Roy C. Kelley, president, and Ray Veenstra, secretary-treasurer of Liberty Broadcasting System of Grand Rapids, for $300,000, was announced last week subject to FCC approval. Harmon L. Stevens, manager and partner, plans to make his home in California and enter the theatrical field.

Included is the three-story office building in Port Huron, which houses the studios and offices of WHLS, as well as the transmitter land and ten acres adjacent for proposed expansion, which includes FM. No changes in personnel are contemplated. WHLS operates on 1450 kc with 250 w fulltime and is a Mutual outlet. Mr. Harmon Stevens and his father Herman L. Stevens, local attorney, are co-licensees and established the station in 1938, originally as a daytime outlet.

Mr. Veenstra has been connected with ownership and management of the Fox Jewelry Stores in Michigan. Mr. Kelley, owner and president of the Wolverine Network, a regional in Michigan, is a partner in International Advertisers, an agency, and has applied for a new station in Muskegon. He was formerly executive vice president of the Associated Broadcasting System.

New Burns Sponsor

AMERICAN HOME PRODUCTS Corp., Jersey City, anxious to expand nighttime programming, and for an unnamed product, is reportedly undertaking sponsorship of *Bob Burns Show* on NBC in the fall. Current NBC Bob Burns show sponsored by Lever Bros. (Lifebuoy soap), terminates June 27. Ruthrauff & Ryan, New York, is agency for both accounts.

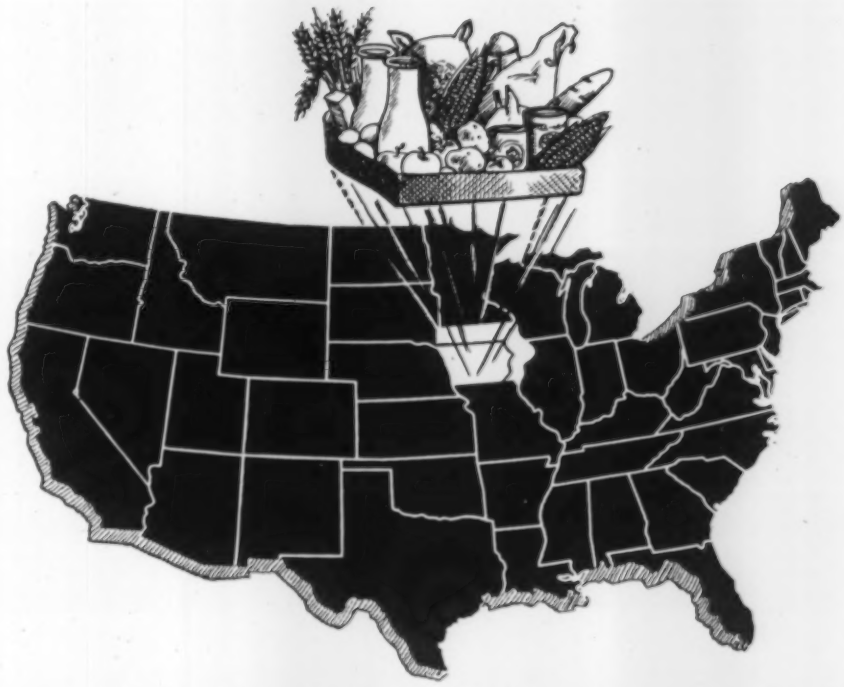
Swift on ABC

SWIFT & Co., Chicago, through J. Walter Thompson Co. and McCann-Erickson, Chicago, June 1 began sponsorship of the 8:15-8:30 a. m. (CDT) ABC *Breakfast Club*, in addition to its currently sponsored 8:30-8:45 a. m. (CDT) Monday through Friday portion. Last quarter-hour of *Breakfast Club* is sponsored by Philco Corp. through Hutchins Adv.

Replacement Set

SUMMER sustaining replacement for the *Fresh Up Show* sponsored on MBS Wed. 8:30-9 p.m. by the Seven-Up Bottling Co., St. Louis, which is taking a hiatus until September, will be the Beatrice Kaye program, currently on MBS as a sustainer, Thurs. 10-10:30 p.m. Show will move into the Wednesday evening spot July 3. Agency for Seven-Up Co. is J. Walter Thompson Co., Chicago.

IOWA IS FIRST
IN CASH FARM INCOME—BECAUSE IOWA CONTAINS 25% OF ALL GRADE "A" FARM LAND IN AMERICA



Iowa is America's first agricultural State largely because it contains *one-quarter of all Grade A farm land in the U. S.*

Good top-soil is one of America's greatest assets—yet nearly one-half of all land in the U. S. has been damaged, or actually ruined, by lack of Soil Conservation.

To help guard the vital top-soil resources of Iowa and the Middle West, WHO is promoting Soil Conservation with all the skill and know-how at its command. Our famous Farm Department has already earned the commendation of State and Federal Agricultural experts—will continue to exert its maximum efforts in this matter of greatest public interest.

Advertisers on WHO do more than reach a large and attentive audience. They share in the benefits accruing from top-notch Public Service of an excellent clear-channel station, strategically located at the center of America's *first* agricultural State.

WHO

***for* Iowa PLUS**

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* **J. O. Maland, *Mgr.***

FREE & PETERS, Inc., *National Representatives*

Luckman Elected To Top Lever Post

Succeeds Francis Countway As Soap Firm Head

CHARLES LUCKMAN, who in the depression year of 1931 took a job selling soap as a stop-gap until he could get a start in his chosen profession of architecture, last week was elected president, at the age of 37, of Lever Bros., one of the biggest soap making companies in the nation.

Mr. Luckman

Mr. Luckman takes office July 1, succeeding Francis A. Countway, who is retiring after 48 years of service with the company, including 33 years as its head.

Election of Mr. Luckman to the top post in Lever Bros. (Lux, Lux Toilet Soap, Lifebuoy, Swan, Spry shortening, Rinso and Pepsodent) came after a skyrocket career. In 1931, after his graduation from the U. of Illinois as an architect, Mr. Luckman became a soap salesman for Colgate-Palmolive-Peet in Chicago.

He was rising fast in Colgate when Pepsodent Co. hired him as sales manager. By 1936 he was vice president in charge of sales. He was made president in 1943, and last January became, in addition to the head of Pepsodent, the executive vice president of Lever Bros., one of radio's biggest advertisers.

A super-salesman and crack advertising man, Mr. Luckman was largely responsible for the swift rise of another young man whose name also has grown with that of Pepsodent—Bob Hope. In 1938 Pepsodent began the association with Bob Hope that led to the latter's becoming one of the top radio stars and to increased Pepsodent sales volume.

Socony Change

SOCONY-VACUUM OIL Co., New York, June 24 discontinues *Information Please* on NBC Mon. 9:30-10 p.m. and on July 1 starts *Benny Goodman and His Band*, which will originate from New York through Sept. 2. On Sept. 9 the Goodman show will be expanded, with Victor Borge joining program and a guest to appear each week. This program will continue through the 1946-47 season from Hollywood. Agency is Compton Adv., New York.

Walker Sees Truman

PAUL A. WALKER, FCC Commissioner nominated recently for a third term, was a White House caller at 12:30 p.m. Thursday. The call was purely personal, according to Comr. Walker, who explained he had called to pay his respects.

Applications for Four Station Sales Total Nearly $500,000

APPLICATIONS looking to sales involving four local stations, at prices totaling almost $500,000, were reported by FCC last week.

Seeking Commission consent, they propose sale of KVIC Victoria, Tex., by Morris Roberts to John G. Long for $192,500; half interest in WGKV Charleston, W. Va., by E. R. Custer and Floyd E. Price to R. M. Venable, owner of the remaining 50%, for $100,000; one-fourth interest in KVOP Plainview, Tex., by J. C. Rothwell to W. J. Harpole, 75% owner, for $21,875; and WBLK Clarksburg, W. Va., by Capt. John A. Kennedy, USNR, and associates to News Publishing Co. of Wheeling for $177,500.

FCC also reported an application for consent to reorganization of stock ownership of F. B. Clements & Co., licensee of KYSM Mankato, Minn., and engaged in real estate, automobile, automotive supply and other businesses, to provide for issuance of approximately 13% interests to a son and two sons-in-law of Mr. and Mrs. F. B. Clements, two of the principal owners. A conditional FM grant also is involved.

Two Transfer Proceedings

The WGKV application, attorneys pointed out, makes two transfer proceedings involving the Charleston station which are now pending before the Commission. In 1943 an application was filed for relinquishment of control by Worth Kramer, then president, to Messrs. Venable and Custer.

Later FCC was petitioned for permission to amend the application to show Mr. Kramer selling his remaining stock for $20,000, with Mr. Venable then holding 50% and Messrs. Custer and Price 25% each. The application went into hearing with an application for license renewal and has not been decided. WGKV is now on temporary license. Under the new application, Mr. Venable would acquire sole ownership. Applicants asked that the Avco advertising procedure be waived since positive control is not involved. WGKV is assigned 1490 kc with 250 w fulltime.

Plans for the WBLK sale were announced in April [BROADCASTING, April 8]. Capt. and Mrs. Kennedy also have pending an application for sale of WPAR Parkersburg to the same newspaper interests for $307,500. Both stations are members of West Virginia Network, which includes WCHS Charleston, also owned by the Kennedys, and WSAZ Huntington, in which they have 48% interest. WBLK is on 1400 kc with 250 w fulltime.

John G. Long, theatre owner and a partner in Bay City (Tex.) Broadcasting Co. which holds an AM grant there, proposes to buy KVIC and also KSAM Huntsville, Tex., according to plans outlined in the KVIC transfer application. In addition to his contemplated purchase of the Victoria station from Mr. Roberts, the application pointed out, he plans to acquire KSAM from Messrs. Harpole and Rothwell, principals in the proposed KVOP transfer. The KVIC sale presumably would follow the Avco plan of awaiting competitive bids for 60 days before FCC acts. KVIC is on 1340 kc, 250 w full time.

In the KVOP transaction, Mr. Harpole, general manager as well as 75% stockholder, would become sole owner through acquisition of Mr. Rothwell's 25% interest. Mr. Harpole is partner in a firm seeking a new station at Borger, Tex. KVOP is assigned 1400 kc with 250 w fulltime.

The KYSM assignment application provides for a reorganization of ownership interests in the licensee company to divide about 40% of stock equally among three other members of the F. B. Clements family. Control would be retained by the three present owners, Mr. and Mrs. F. B. Clements and C. C. Clements. No money is involved. Applicants maintain Avco should not apply.

New stockholders, all World War II veterans, would be Durand F. Clements, son of Mr. and Mrs. F. B. Clements, and Charles R. Butler Jr., and James F. Madden Jr., their sons-in-law. Each would have $150,000 interests, or about 13%-plus. Stock issued to them would be provided by Mr. and Mrs. Clements, the former reducing his holdings from about 48% to about 21% and Mrs. Clements cutting hers from about 28% to about 13%. C. C. Clements, the other original partner, would retain his present interest of approximately 23%. KYSM operates on 1230 kc with 250 w fulltime.

Coca-Cola Switch

COCA COLA CO., Atlanta, today (June 3) starts new format on *Songs by Morton Downey*, MBS, Monday through Friday 12:15-12:30 p. m., and changes name to *The Coke Club With Morton Downey*. New Coke Club Quartet becomes regular feature of the show. Agency is D'Arcy Adv., New York.

Barr Sponsors 'Shadow'

G. BARR & Co., Chicago (Balm-Barr Creme hand lotion), will turn to network radio for advertising effective September 8 when it starts sponsorship of *The Shadow*, 5-5:30 p.m. (EST) on 87 Mutual stations. Contract, placed by Arthur Meyerhoff & Co., Chicago, is for 52 weeks and will be expanded to include additional stations. Present sponsor is Carey Labs. through McJunkin Adv., Chicago.

DYKE WILL RETURN TO UNITED STATES

BRIG. GEN Ken R. Dyke, on leave as advertising and sales promotion director of NBC, last week upon his request was relieved as information and education officer on General MacArthur's staff in Tokyo and shortly will return to the United States. He will be processed out of the Army about July 1.

Gen. Dyke

While Gen. Dyke, who served in the Pacific virtually throughout the campaign, has not announced his plans, it is presumed he will return to NBC, probably at New York headquarters. Gen. MacArthur had sought to have Gen. Dyke remain with his command in a civilian capacity, carrying on the same functions in connection with information and education, which includes radio, newspapers, motion pictures and other mass communications media, as well as educational and religious control functions.

NET TIME SHUFFLE FOR LEVER AND P&G

RESCHEDULING of one Lever Bros. show and three sponsored by Procter & Gamble last week resulted from the acquisition by Procter & Gamble of *Big Sister*, which had been dropped by Lever and the dropping in the latter part of June of the NBC serial *Women of America* sponsored by Procter & Gamble [BROADCASTING, May 27].

Lever Bros., sponsor of *Aunt Jenny's Real Life Stories* on CBS for Spry, will switch that program from its present CBS period, 11:45 a.m.-12 noon to 12:15-12:30 p.m., the time formerly occupied by *Big Sister*, which moves to the 1-1:15 p.m. period on CBS formerly occupied by *Life Can Be Beautiful*, sponsored by Procter & Gamble for Ivory soap. Latter program moves to NBC in the 3-3:15 p.m. spot, replacing *Women of America*, being dropped by P&G. The 11:45 a.m.-12 noon period on CBS vacated by *Aunt Jenny*, will be filled by *Rosemary*, moving from the 2:30-2:45 p.m. period on CBS sponsored by Procter & Gamble for Ivory Snow.

Agency for Lever Bros. is Ruthrauff & Ryan, New York, while Compton Adv., New York, handles *Life Can Be Beautiful* and *Big Sister* for Procter & Gamble. Agency for the P&G *Rosemary* show is Benton & Bowles, New York.

To Observe Atom Tests

A. J. MOSBY, president of KGVO Missoula, Mont., will observe the Bikini atom bomb tests as special events and news director for KGVO.

Decoy

If you're a duck hunter that's a familiar and, some say, essential piece of equipment. Some men are even past-master craftsmen at turning out the lures that fool the high flyers into plumping down in front of your blind.

Fortunately, down here in Baltimore radio we don't need any trick to get our story across to buyers of radio time. Our facts are as clear cut as this:

W-I-T-H, the successful independent, produces the greatest number of listeners-per-dollar-spent. There's no trick coloring, no lifeless lure in that statement. It's the kind of fact that puts W-I-T-H on budget lists that are planned to create sales. How about you? Is W-I-T-H on that list of yours?

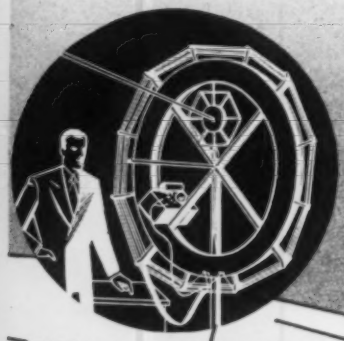
W·I·T·H

and the F M Station W3XMB

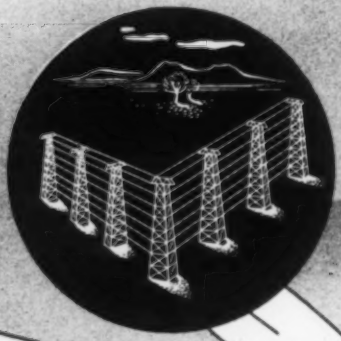
BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

Why THIS TEAM IS



1920 Loop antenna for 400-500 meter ship-to-shore radio-telephone receivers. Its design enabled earliest measurements of field strength.

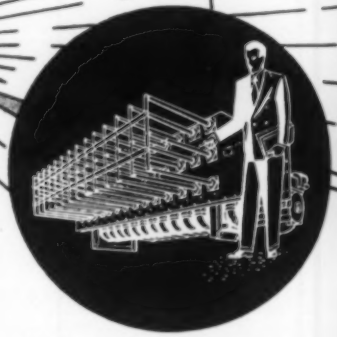


1929 Curtain antennas developed for beaming short-wave radio telephone messages to Europe and South America . . . improved commercial service.

1930 Half-wave vertical radiator, now in general use, was developed into practical form. It greatly improved signal output of broadcast stations.

1934 One of the first directional antenna arrays for broadcasting. Designed for WOR to concentrate signals in service area, eliminate radiation over ocean.

1938 Coaxial antenna for ultra high frequency communications, designed by Bell Laboratories, gave increased signal strength. Widely used in police radio systems.

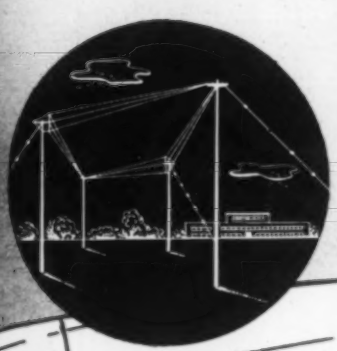


1941 Polyrod radar antenna was an important war contribution . . . helped sink many Jap ships. Its exceptionally narrow beam and rapid scanning gave high accuracy to big Navy guns.

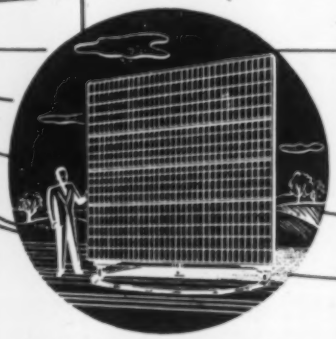
1946 New 54A CLOVER-LEAF FM broadcast antenna has high efficiency and a circular azimuth pattern; is simple to install and maintain. May be used for any power level up to and including 50 KW.

Distributed by GraybaR ELECTRIC COMPANY

Up ON ANTENNAS



1930 Rhombic (diamond-shaped) antenna for 14-60 meters. It covers wide frequency range without adjustment. Still standard for this band.



1944 Metal lenses, another Bell Laboratories development, focus microwaves like light. One type has a beam width of only 0.1°—or less than that of a big searchlight.

As pioneers and leaders in radio, Bell Telephone Laboratories and Western Electric have been vitally concerned with the development of improved antennas for more than 30 years.

From the long-wave days of radio's youth, right through to today with its microwaves, this team has been responsible for much of the progress in antenna design.

Progress based on Research

Following their long-established method of attack, Bell Laboratories scientists are continually *observing*, *investigating* and *measuring* the action of radio waves in space. Their research has covered wave lengths ranging from hundreds of meters to a fraction of a centimeter. In over a quarter-century of intensive study, they have learned how radio waves behave, day and night, under all sorts of weather conditions.

Out of this fundamental research have come such outstanding developments as the rhombic antenna, musa antenna, vertical half-wave radiator, curtain antenna, directional array, the polyrod and other improved radar antennas, the metal lens for microwaves and the new CLOVER-LEAF antenna for FM broadcasting.

What this means to YOU

Whether you are interested in AM or FM—equipment for broadcasting, point-to-point, aviation, mobile or marine use—here's the thing to remember. Every item of radio apparatus designed by Bell Laboratories and made by Western Electric is backed by just such thorough scientific research as has been given to antennas. It's designed right and made right to give you years of high quality, efficient, trouble-free service.

BELL TELEPHONE LABORATORIES

World's largest organization devoted exclusively to research and development in all phases of electrical communications.

Western Electric

Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.

More Analytical Program Study Urged

Functional Research Technique Cited By Dichter

THE APPLICATION of a new type of program research which might be described as "functional" or "creative" research, to creative program problems was described by Dr. Ernest Dichter, CBS consulting psychologist on programs, May 24 in a talk before the field research panel of the American Marketing Assn. in New York.

Normal programming procedure, he said, is to make decisions on the basis of hunches, rather than research, with "a few top people getting together and deciding on the basis of personal opinions, practical business reasons and available talent, what show to put on. They can get little advice from the research department, except that certain programs are usually better than others, or, as rating services tell them, that certain hours attract more listeners than others."

Dr. Dichter compared functional radio research to the procedure a physician follows in making a diagnosis, which is based on his knowledge of the human anatomy and the physiological relationship of its parts that enables him to treat the source of the ailment rather than its surface symptom. "In the functional research approach," he stated, "we concentrate our efforts on the discovery of the structure of our problem—its physiology, as it were—rather than its surface appearance.

Aid in Programming

"Once we have arrived at such an understanding," Dr. Dichter explained, "we can approach our program on a level which is much closer to the creative requirements of the producer and writer. We can go as far, on the basis of our research, as working out a pretty accurate psychological precis which can serve as a guide in the dramatic translation of the program idea. We can tell the creative person who has turned to us for advice: 1. What effect we think the program should have in order to fulfill the requirements of our social diagnosis. 2. What the best way would be to force the listener to face the issue."

Citing the CBS atomic bomb program as an example, Dr. Dichter said that the first approach was the usual one, from a content level, considering the questions of program format and presentation, whether, for instance, it should be given as a documentary, in fictionalized form, or as a roundtable discussion. But when the functional approach was tried, he reported, "we reversed the usual approach. We thought of the desired effect of our topic first and felt that we should then subordinate the format and content to this all-important goal."

The Atom Example

A study of polls and surveys revealed that about 75% of the public was thoroughly scared by the atomic bomb but had largely chosen to dodge the problem rather than face it, Dr. Dichter reported. "They wanted to keep the secret, or build bigger battleships, or have the bomb outlawed, or simply felt that things should take care of themselves," he said. "It became clear that if he wanted this problem to have any effect at all it would have to be in the direction of cutting short all these forms of escapism."

Applying the functional research technique to this program, he continued, "we could state that the main role of the program should be to convince the listener that he has to face the real issue, which, in our opinion, was recognition of a world government. We could indicate that we will have to demonstrate to the listener in a step-by-step, almost psycholanalytic procedure, going from surface forms of escapism to deeper forms of psychological mechanisms, that none of the escapist solutions could possibly work.

"Once we had pushed the listener into a corner, getting him to admit that all the solutions he had suggested had been wrong ones, we could lead the by then possibly enraged listener to positive suggestions, leaving him at the end of the broadcast with a feeling of encouragement and clarity as to what decision he would have to make.

Result Helpful

"Once this clear concept of the psychological structure of the program had been worked out in detail, research had come very much closer to the job to be performed by the creative writer. While all the intuition and sense of drama brought in by the artists still had full play in the actual dramatic translation of this concept, it had been made a lot easier to arrive at the finished product than if the non-function type of research had been the only one to be applied to this program."

By this functional research approach, Dr. Dichter concluded, "we have found a way to bridge the gap between the purely descriptive research and creative work. It permits the complete cycle, starting with a social and psychological diagnosis of the functional aspects of the problem and ending with a clearly focused test of whether or not we have achieved with our program what we set out to do. In our atomic bomb program, the test of effectiveness will concern a check on whether or not the average listener has actually been forced to see and face the real issue as we had intended him to."

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET TERRY!

This is Terry Moss, KMA program manager.

Terry builds foundations for the friendly, sincere and entertaining programs which have made KMA famous. Thoroughly experienced in all phases of radio operation, and in KMA's special philosophy of *friendliness*, Terry knows all the elements that make a radio program a listener favorite.

Under his skilled coordination, every KMA show is designed to give both the listener and the sponsors what they want—and this results in tremendous mail response, as well as a phenomenal selling record for KMA advertisers.

For data on what KMA can do for you or one of your accounts, write for your free copy of our "1945 Radio Mail Study". Address us—or Free & Peters—*today!*

KMA

155 COUNTIES AROUND SHENANDOAH, IOWA

AMERICAN BROADCASTING CO.

FREE & PETERS, Inc., Exclusive National Representatives

IT'S PERSONALITY THAT COUNTS!

The role of radio in advertising is the role of the salesman knocking at the customer's door. The reception of the advertiser is dependent on the reception accorded the salesman. If he has personality, he finds a ready welcome, and the task of selling the advertiser's wares is reduced to a minimum.

That is also true of radio.

KYA long ago recognized that the success of its programs depended upon the development of personalities, whose magnetism now attract the widest listening audience hour after hour, day after day, in fabulously rich Northern California. For the shrewd advertiser, listed are the KYA Personalities—with loyal followings—that will help him open up the vast post-war market in Northern California.

FOREMAN BILL MACKINTOSH

The Man With Thousands of "Cousins" all over the West who participate in his "Rhythm Rodeo" ..... 6:10 A.M. to 8 A.M.

DAVE DORRIS

Puts sparkle into your mornings with his captivatingly different program "It's a New Day" ..... 8:10 A.M. to 9 A.M.

GEORGE RUGE

With his contagious laugh and gay presentation of music gives the Bay Area that "Lift" from the mid-day doldrums in "Ballroom of the Air" ..... 11:15 A.M. to 1 P.M.

LES MALLOY

Dominates the afternoon air-lanes with recordings and transcriptions for milady's listening pleasure in his "Twelve-Sixty Club" ..... 1:30 P.M. to 3:30 P.M.

DUDE MARTIN

Takes you back to the good old range with his guitar and his "Round-up Gang" playing the best in Western music ..... 5:05 P.M. to 6 P.M.

BOB EMERICK

Mixes a bit of the zany and the best in modern music to sweep away the day's cares with "Telequiz Tunes" ..... 11:10 P.M. to 1A.M.

KYA

SAN FRANCISCO

REPRESENTED BY

ADAM J. YOUNG, JR., INC.

NEW YORK — CHICAGO — LOS ANGELES

SAN FRANCISCO

FCC Issues More Temporary Renewals

96 AM's Are Included In Latest List Released

NINETY-SIX standard stations, 14 FM's, one facsimile and a handful of experimental television outlets and studio-transmitter links were continued on temporary license last week for the period ending Aug. 1, while 35 AM stations, many of them on temporary licenses, were given regular renewals.

Virtually all of the 96 standard outlets given temporary extensions were already on the "temporary" list, officials said, and most had been requested to submit program data following issuance of the Commission's Blue Book in March. But FCC sources stressed that by no means all of the group were continued on temporary licenses because of programming considerations.

In the case of the 14 FM stations, it was understood that the Commission wishes to "find out what FM has been doing"—not only in programming but in such matters as number of hours of operation, extent of duplication of AM programs, and effects of limitations imposed by American Federation of Musicians.

Reasons for Action

Among the 96 standard stations continued on temporary licenses, Commission sources said that in "a sizeable number" of cases the action resulted from engineering complaints which must be investigated; that processing of some was delayed by failure of licensees to file required financial information promptly, and that in some others action was being held up because the stations are involved in pending proceedings.

In "a few" instances among the 96, it was conceded, the Commission wants to investigate further to determine whether the renewal applications should be set for hearing or granted under the "leniency policy" announced the week before [BROADCASTING, May 27]. The Commission at that time granted regular renewals for some 95 stations out of the group of 300 which had been requested to supply program information, but said the grants did not necessarily indicate compliance with Blue Book principles since the data judged in making the renewals were for a period preceding the Blue Book.

With this explanation FCC coupled an admonition to all licensees to review their programming in the light of the Blue Book and warned that in extreme cases renewal applications will be set for hearing.

The 35 stations given regular renewals included 14 whose licenses expired May 1 this year, but Commission spokesmen said otherwise the majority had been on temporary. With the approximately 95 given renewal the week before and an estimated 50 renewed previously, these brought to about 170 the number thus far granted renewals out of the 300 from whom program data were ordered.

Hearing on WINS

In one of the latest renewals — that of WINS New York, which was granted renewal to May 1, 1948— Comr. C. J. Durr voted for hearing.

He noted that the proposed WINS sale by Hearst Radio Inc. to Crosley Corp. for $2,100,000 is now pending before the Commission and said the two cases should be handled together. He also pointed out that another Hearst station, WBAL Baltimore, already has been set for hearing on its renewal application. (Since FCC tentatively denied the WINS transfer, a $400,000 time-trade clause has been eliminated, bringing sales price to $1,700,000. Oral argument is slated June 1.)

Meanwhile, the Commission designated the renewal application of KDAL Duluth, Minn., for consolidated hearing with its application for increase in power from 1 to 5 kw on 610 kc, directional antenna at night. Commission officials said, however, that the designation does not involve programming questions.

Frequently, it was pointed out, a station's renewal application is thus designated when another proceeding is pending. Issues in the KDAL hearing on increased power consist of engineering and other questions including determination of whether full disclosure has been made concerning contracts for actual or contemplated stock transactions.

The following stations were granted renewal of licenses for the period ending Feb. 1, 1949:

KFDA Amarillo, Tex.; KFXD Nampa, Idaho; WAJR Morgantown, W. Va.; WCBT Roanoke Rapids, N. C.; WDSM Superior, Wis.; WESX Salem, Mass.; WHLN Harlan, Ky.; WJBC Bloomington, Ill.; WJOB Hammond, Ind.; WLOG Logan, W. Va.; KFJB Marshalltown, Iowa; KSUN Lowell, Ariz.; KWG Stockton, Cal.; WAYX Waycross, Ga.

The following stations were granted renewal of licenses for the period ending May 1, 1949:

WJLS Beckley, W. Va.; KFDM Beaumont, Texas; KFYR Bismarck, N. Dak.; KOAC Corvallis, Ore.; KLZ Denver; WSYR Syracuse; WNAX Yankton, S. Dak.; KGMB Honolulu and auxiliary; WEEI Boston; WKZO Kalamazoo; WLBZ Bangor, Me.; WMAL Washington; WMAM Marinette, Wis.

The following licenses were granted renewals for the period ending Nov. 1, 1948:

KYA San Francisco; WHKY Hickory, N. C.; WTAQ Green Bay, Wis.; WFBM Indianapolis and auxiliary.

WLAY Muscle Shoals, Ala., was grant-

(Continued on page 46)

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

WMOB . . . . . Mobile, Ala.
KTHS . . . . . Hot Springs, Ark.
KFMB . . . . San Diego, Calif.
KWKH . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . . Jackson, Tenn.
WNOX . . . . Knoxville, Tenn.
WMC . . . . . Memphis, Tenn.
KRIC . . . . . Beaumont, Texas
KWBU . . . Corpus Christi, Texas
KRLD . . . . . Dallas, Texas
WCHS . . . Charleston, W. Va.
WBLK . . . . Clarksburg, W. Va.
WSAZ . . . Huntington, W. Va.
WPAR . . . Parkersburg, W. Va.

WKY

OKLAHOMA CITY

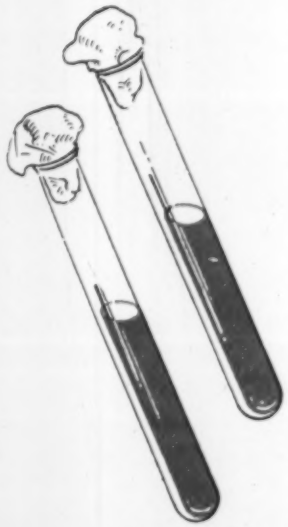
Offers the Radio Stations of America

A Series of 13 Dramatic Transcribed Programs on

VD EDUCATION AND CONTROL

Endorsed by Health and Civic Officials

In the Public Interest



THE reported cases of venereal disease each year are three times those of Measles, five times those of Tuberculosis, 14 times those of Scarlet Fever, and 300 times those of Polio!

Because the appalling toll of this crippling, killing plague is the direct result of ignorance and failure to meet the problem openly, the radio stations of America have an extraordinary opportunity to spearhead a program of public information on VD control in their communities. The problem is LOCAL and must be met locally.

DRAMATIC SERIES DEVELOPED

Several weeks ago, WKY was privileged to develop a series of programs on Syphilis control in connection with a citywide VD survey conducted by the U. S. Public Health Service in cooperation with local and state health and medical authorities.

SERIES AVAILABLE AT COST

This series has been endorsed so enthusiastically by health and civic officials that WKY is offering the series to all radio stations in America at the cost of production—$65.00 for the series. More than a score of stations have already asked for it. For additional information, write or wire WKY today.

WKY • Oklahoma City

SKIRVIN TOWER HOTEL

Owned and Operated by The Oklahoma Publishing Co. The Oklahoman and Times ● The Farmer Stockman KVOR, Colorado Springs ● KLZ, Denver (Afil. Mgmt.)

REPRESENTED BY THE KATZ AGENCY

BOSTON'S BEST BUY

WORL

THIS LITTLE BUDGET WENT TO THE
"920 CLUB"

Boston, Massachusetts

UN Five-Man Subcommittee Dodges Air Censorship Issue

THE United Nations five-man subcommittee that a fortnight ago had prohibited direct radio reporting of its open sessions [BROADCASTING, May 27], last week sidestepped the angry questions of broadcasters with a nimbleness that suggested that Ballet Impresario S. Hurok might well go out to Hunter College on a talent hunt.

The subcommittee renewed its public hearings in a hall that contained no broadcasting equipment. It had been yanked out of the main council chamber, where microphones sprout as mushrooms and where the subcommittee a week before had sat in radio silence while the press clamored at its loudest. The larger, more important United Nations Economic & Social Council had shouldered the five-man subcommittee out of the big room.

Partial Censorship?

Broadcasters could hardly protest the coincidence that sent the subcommittee into the smaller and silent hall, but they could not help feeling somewhat cheated of an answer to their question: Could a UN subcommittee impose at least partial censorship on one medium of information while others were untouched?

It looked as though the lightning-footed subcommittee would pirouette safely into the wings before another tomato could be hurled. It had been ordered to deliver to the Security Council, its parent body, by May 31 a report on the ticklish question of whether Franco Spain constituted a threat to peace. Its report concluded, the subcommittee was likely to pass out of existence.

Meanwhile, protests accumulated in the office of Christopher Cross, UN radio liaison officer. One came from the officers of the Assn. of Radio News Analysts, headed by H. V. Kaltenborn, president.

Protesting against "the discrimination in excluding commentators from direct broadcast" of the subcommittee's session, the news analysts telegraphed: "We urge the prompt return to equality of treatment of all news media and their accredited personnel." The message was signed by Mr. Kaltenborn, Lowell Thomas, Cecil Brown, Johannes Steel, Quincy Howe and Charles Hodges.

It was reported that Paul Hasluck, of Australia, chairman of the five-man subcommittee, had, of all the committee members, most strongly favored the prohibition of his committee's going on the air. His explanation was that the presence of live microphones at each delegate's desk would inhibit free discussion of the Spanish issue.

UN FILM made by ABC in its television coverage of the United Nations meetings at Hunter College, New York, is presented to Dr. Quo-Tai-Chi (l), Chinese delegate to sessions, by Paul Mowrey, manager of ABC television.

German Tape Recorder Is Outlined in Report

DETAILS covering high-frequency models of the German Magnetophone, tape recording device, are made available in another report by the Office of the Publication Board, Dept. of Commerce [BROADCASTING, Dec. 10, 1945]. Mechanical systems, electrical circuits, recording processes and the recording tape are covered in the report, written by Capt. James Z. Menard for the Army's Field Information Agency, Technical.

Copies of the report may be obtained from the office by writing for PB-12659. Photostat is $3, microfilm 50 cents. Checks should be made payable to the Treasurer of the United States.

Simple recording system developed by Germans to show performance of transmitters in terms of frequency, strength of signal and time on the air is described in another report, PB-21980. It consists of an optical system, photosensitized film and light source. Driving mechanism controlled by a clock actuates movement of the light source, recording film and tuning to permit scanning of film in time and frequency. Equipment is said to be useful for checking adherence of transmitters to channel and to provide data for study of interference factors. Cost of this document is $1 for photostat, 50 cents for microfilm.

GM Video Set

CHEVROLET Motors Division of General Motors Corp., on June 11 starts sponsorship of a four-week series of video programs on WABD New York [BROADCASTING, May 6]. To be telecast Tuesday 8-8:30 p. m., series will be produced by television department of ABC. First program will be a fantasy, "Fit for a King," from an original story by M. A. Hollinshead, head of the radio division of Campbell-Ewald, agency in charge of Chevrolet advertising. Harvey Marlowe, executive director of ABC television, will direct and produce program, concerned with the development of Fisher Bodies.

INTO THE LIVING ROOM OF 627,731 RADIO HOMES

WSPD, Toledo's NBC Station, does more than deliver a dominant signal into the homes of more than 2,000,000 people in its primary area—the rich industrial market at the lower end of Lake Erie. To you, the advertiser, WSPD offers a high powered selling medium which is highly flexible—fits market patterns and follows your seasons or selling schedules. Get better acquainted with WSPD, Toledo—its facilities and sales ability in Ohio's 4th largest Market.

Just Ask Katz

BASIC NBC — A FORT INDUSTRY STATION — 5000 WATTS

WSPD TOLEDO, OHIO

Announcing

RCA's MICROWAVE

...FOR SHORT-RANGE

Brilliant Reproduction...

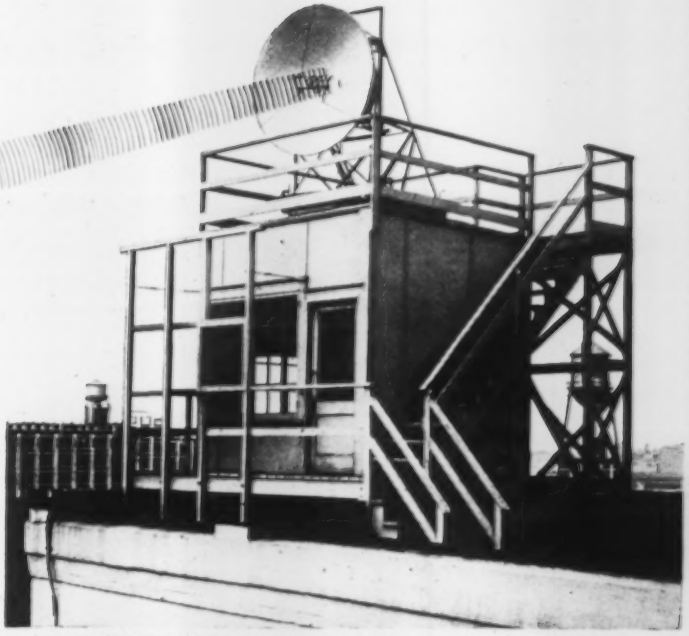
Low Cost... Quickly Set Up

ON LOCATION—The microwave transmitter relays the signals picked up by field cameras to the studio—recently used with excellent results to transmit scenes of the UN Conference at Hunter College to Radio City.

THE RELAY TRANSMITTER consists of a parabolic antenna with hook-shaped wave guide, an easily removed transmitter built into the waterproof cylindrical housing at the back of the reflector, and the small, suitcase-type transmitter control.

EQUIPMENT

TELEVISION RELAYING



THE VIDEO SIGNAL is picked up by the parabolic antenna and the several receiver stages mounted in a waterproof housing at the back. The signal is delivered by coaxial line to the remaining receiver and control stages shown below.

A radio link between remote pickup and studio or between studio and transmitter

AVAILABLE SOON

HERE'S ANOTHER REAL HELP to practical, low-cost television programming even in small towns and cities—a highly directional, wide-band relay link for transmitting pictures of local events to the studio or for relaying programs from studio to transmitter.

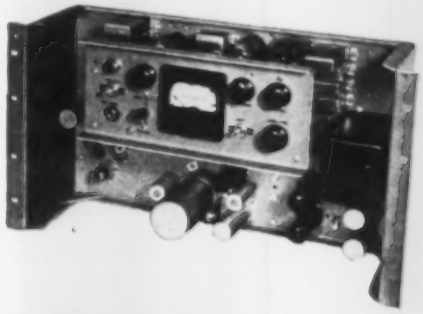
Under normal conditions, you can use this equipment within a 15-mile radius with an excellent signal-to-noise ratio assured over the entire range. *Fully developed,* it is now *in production* for early delivery.

To assure flexibility of operation, the equipment used in the field has been made relatively light in weight, and can be disassembled into easily portable units. Field setup is merely a matter of connecting the various units together by means of single plug-in cables and making the necessary adjustments.

The parabolic transmitting and receiving antennas are so mounted that they can be easily moved with a micrometer screw adjustment ±15 degrees in both horizontal and vertical directions. Proper alignment is made by scanning for maximum signal strength.

This is time-tested equipment—backed by RCA's extensive research, engineering, and manufacturing program on microwave relay systems for telegraph and other services.

Write today for complete details. Radio Corporation of America, Dept. 18-F1, Television Equipment Section, Camden, N. J.



THE RELAY RECEIVER consists of the receiver unit itself, which is mounted on the rear of a parabolic reflector (and is similar in appearance to the transmitter unit) plus the receiver control unit shown above. The parabolic and receiver can be mounted on a permanent structure as shown at the top of this page or on a tripod similar to that used with the transmitter. The control unit is assembled on a bathtub-type chassis (top) which can be mounted on a standard rack or in a portable carrying case (bottom).

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

Radio Best Teen-Age Sales Medium

Allied Advises Its 38 Department Stores To Use Air

ALLIED PURCHASING Corp., New York, representing 38 department stores in all parts of the country, believes that radio offers a potent means of selling merchandise to Teen-Agers and is backing up that belief by starting a powerful drive among its member retailers.

Subsidiary of Allied Stores Corp., it includes such retailers as Jordan Marsh Co., Boston, Joskes of Texas, San Antonio (which staged a 12-month radio clinic last year), and O'Neill & Co., Baltimore.

Tuned to the tempo and temperament of Teen-Agers, is an animated brochure distributed to Allied stories by its Sales Promotion Division, in New York. Allied's radio and television manager is Walter L. Dennis, formerly of the NAB, WHN New York and KVOO Tulsa.

"What's so hot about radio?" Allied asks rhetorically after a thumping two-page outline of promotional plans. The simple answer, abetted by a series of glib drawings, is this: "Teen-Agers are the most attentive radio audience—more important, they're a buying audience."

Program Tastes

Then Allied makes the point that Teen-Agers radio program preferences are distinct and simple.

Having shown that young folk listen and that they know what they want, Allied traces the development of its specialized radio promotion. The huge retailing organization held meetings with large representative groups in a number of cities; asked educators their views, going right into schools and colleges to talk to principals, teachers and students.

Consensus of the pool was a formula about like this—a half-hour of current popular music with big-name bands, plus five or ten minutes of news and information about school personalities, to be broadcast between 5:30 and 7 p. m. but not on Saturday or Sunday.

Allied advises its member stores to sound local sentiment in selecting the weekday evening. The whole broad formula is applied locally in stores where such programming has been approved either singly or as part of a coordinated radio plan.

Competition for Attention

Aware of radio's hold on the public, Allied tells its stores "there's a lot of competition on the radio for listener attention."

Since "there is not circulation guarantee for you in radio," Allied goes on, "you must guarantee it yourself by building a good program keyed to specific audiences and publicized to the limit of your ability. Consider a radio program as a high-quality line of merchandise you have just stocked which you have not previously carried. Promote your radio programs the same way, to let your customers know you are now on the air and when and what."

After that comes store promotion such as point-of-sale follow-up on counters, on the selling floor, among store people, with door giveaways, displays, bulletins and similar methods.

Allied suggests use of teen-age boy and girl m.c.'s, selecting them through a contest in which talent contracts and merchandise certificates or other prizes are offered. Heavy promotion is urged for the contest, with winners to get professional names which remain the store's property. Presentation of prizes on the program by an educator or the store president is advised. Contest also is proposed to get a program name.

Examples of Promotion

The brochure offers many examples of program promotion in and outside the store. Special events that keep Teen-Agers actively interested are suggested, along with rewards such as a trip to New York. Sports rallies, fashion advisory board, fashion shows, dances, cover girl contests and tie-ups with civic and fraternal groups are proposed.

This suggestion is offered stores: "Every time you mention a resource or brand on the air or in any media, send a copy to that resource or brand manufacturer of the script or ad or mailing piece."

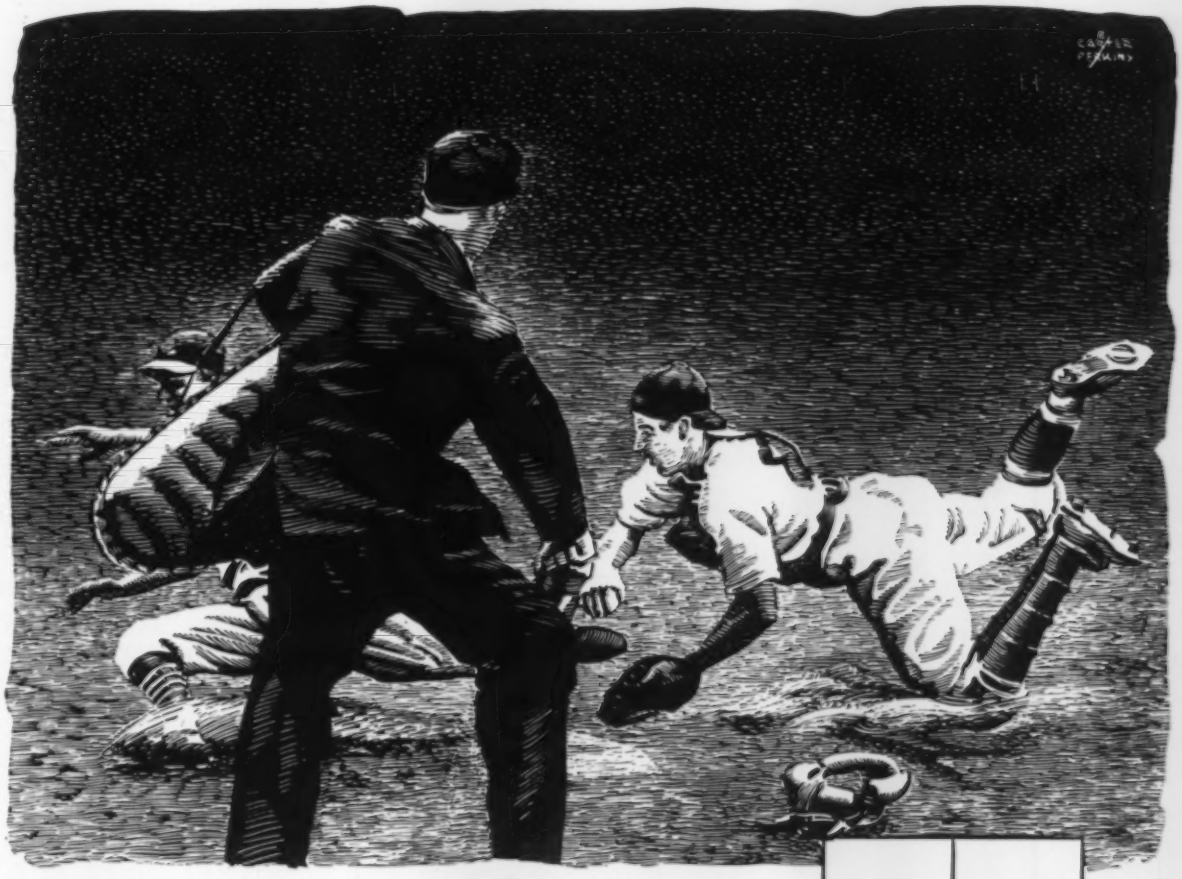
"Take heed," says Allied, "the handwriting is on the wall!"

The handwriting: "More and more stores are concentrating on Teen-Age merchandise and promotion . . . more and more magazines are being published for teens . . . your competition is awake and moving."

Closing the brochure is this nugget of merchandising wisdom: "Reach them with the kind of radio they want, reach them in every other way possible."

Popov, of Course!

A WRITER in the Soviet periodical, *New Times*, charges that the *Encyclopedia Britannica* should stop crediting Marconi and a German with the invention of radio. Instead, he says, credit belongs to one Alexander Popov, a Russian physicist who died in 1905 and who demonstrated the first radio receiver at Kronstadt fortress, near St. Petersburg (now Leningrad) on May 1, 1895.



BIG HIT . . . . GOOD FIELD

In official scorekeeping, the letters HR symbolize baseball's grand slam—the home run. In big league lingo, "big hit, good field" means strong batting with smooth fielding, a rare playing combination—just as it is in broadcasting.

That's why time buyers find the letters WCBM a consistently effective means of making a "big hit" in a "good field"—the lucrative market of Baltimore. WCBM also stands for a profitable "double play" combination of economic coverage, through good programs to a dependable number of listeners. WCBM can boost your batting average in this large and profitable market!

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

JOHN ELMER, *President*

GEORGE H. ROEDER, *General Manager*

Flash!

FROM

SEATTLE'S PROGRESSIVE RADIO STATION

INSTALLATION OF OUR NEW

10,000 WATT RCA TRANSMITTER

is virtually completed

★

Keep Your Eye on

KEVR

1090 KILOCYCLES

★

EVERGREEN BROADCASTING CORPORATION

Smith Tower, Seattle 4, Wash.

RMA Chicago Convention June 11-13 To Stress Problems of Reconversion

RECONVERSION problems of set and parts manufacturers will provide the theme of the 22d annual convention of the Radio Manufacturers Assn. June 11-13 at the Stevens Hotel, Chicago.

Presiding will be President R. C. Cosgrove, Crosley Corp., who will be in charge of the annual RMA membership and business meetings, as well as those of the board of directors. Radio exhibits are forbidden, as well as trade meetings. Plans originally called for a victory banquet but this was cancelled because of President Truman's famine relief program.

Mr. Cosgrove concludes two years service as association head. Reapportionment of directors serving on the RMA board is being considered and will be voted on by the membership in a revision of the constitution and by-laws.

Convention opens June 11 with meetings of the advertising, by-laws and school equipment committees. They will hold an informal lunch, followed by meetings of the export and engineering committees.

Other Meetings

June 12 program opens with meetings of the parts division, and the excise, surplus disposal, set division and industrial relations committees. Luncheon conference will include talks by President Cosgrove; Ben Abrams, Emerson Radio & Phonograph Corp., acting chairman, industry production problems committee and chairman RMA-OPA liaison committee; M. F. Balcom, Sylvania Electric Products Inc., chairman of RMA tube division and OPA tube advisory committee; R. C. Sprague, Sprague Electric Co., chairman RMA parts division and OPA parts advisory committee.

Afternoon meeting will include a board of directors meeting, with transmitter division, engineering committee and credit committee to meet.

Thursday morning agenda calls for meeting of five divisions—set, tube, transmitter, parts and amplifier-sound equipment. Informal reception will be held at noon with annual RMA membership luncheon meeting following. New board will organize in the afternoon. Traffic, transmitter tube, service and aviation groups will meet. Annual golf tournament will be held Friday at Calumet Country Club, closing with a dinner.

Two-Way Radio in Cars Features May 30 Race

LAST WEEK, the Mutual Broadcasting System brought its listeners right onto the race track at the Memorial Day auto racing classic at Indianapolis, using two-way radio sets designed by the Raytheon Manufacturing Co. (see other race story, page 69).

Three of the racing cars were equipped for this test of two-way equipment. They were an Italian made Maserati, driven by Emil Andres; a front drive Brisko, driven by Frank Brisko and a rear drive Brisko, driven by H. Walter Mitchell.

Besides bringing the radio audience for the first time right into the drivers seat of a car whirling around the 500 mile Speedway, the two-way radio also attempted to make the race a speedier one by reducing the number of pit stops for instructions. In addition the instant communication about hazards of the track or to the cars themselves, either from the driver or from the observers located around the track, was thought to make for greater safety.

The equipment operated in the new high frequency band of 156 to 162 mc, recently assigned by the FCC to allow commercial use of mobile radio telephone.

TRANSCRIPTIONS of the KQW San Francisco show "Excursions in Science" will be played to chemistry, physics and psychology classes of San Francisco Junior College during summer semester.

SPONSOR FOR TODAY

Veteran Entering Business

—Gets Free Program—

NEW sustainer on KFH Wichita is *Sponsor for Today*, tagged on the *Ethel Jane's Jamboree* program. Miss Jane turns over this portion of the program five afternoons weekly to an ex-serviceman going into business. He is given the period free and can do as he likes with a 12-piece orchestra, singer and dramatic talent.

Miss Jane interviews the serviceman, brings out his background and the story of his business enterprise. The opening program dealt with a veteran who was opening an auto paint shop. He was swamped with business. The show may be sold to a regular sponsor, but the format will continue. Reaction to the idea has been terrific, says KFH. Program was conceived by John Speer, KFH writer-producer.

ORCHID was presented Rita Hume, Seattle war correspondent back after three years abroad, during *Meet Me at the Bohemian* program on KOMO. Interviewing Miss Hume was Dick Kepliner, who handled radio public relations for Army Ground Forces during war.

MIDLEN, THOMSON JOIN SUTTON FIRM

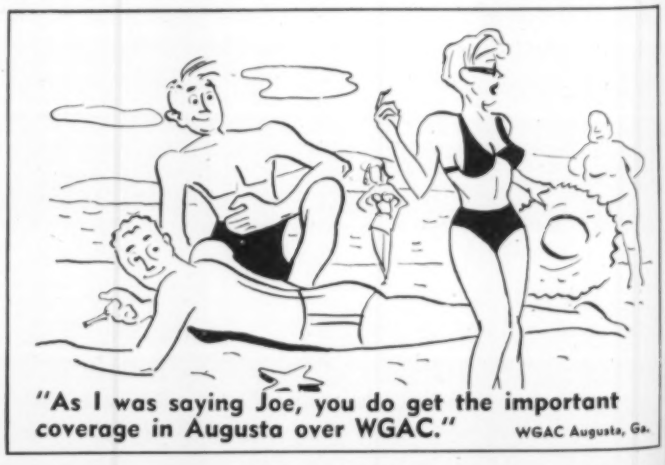
THE LAW FIRM of George O. Sutton, Washington communications lawyer, last week announced the association with him of John M. Midlen, former Army lieutenant colonel, and William Thomson, former Navy commander. The firm is located at 1030 National Press Bldg.

Mr. Midlen's last assignment was in the Office of the Secretary of War. Prior to that time he was in the Judge Advocate General Dept. Before his four and a half years in service, he was in general practice in Washington. He attended the U. of Pennsylvania and received his LL.B. from Georgetown U. Law School.

Mr. Thomson was also in general law practice in Washington before he joined the Navy in the Office of the Commandant, Potomac River Naval Command, U. S. Naval Gun Factory. He attended George Washington U. and Southeastern U., where he specialized in administrative taxation and radio law.

Summer Replacement

REGULAR NBC summer program series, "The Art of Living," started June 1 replacing "Religion in the News," 6:45-7 p.m. Presented in cooperation with the Federal Council of the Churches of Christ in America, series features talks of Dr. Norman Vincent Peale.



"As I was saying Joe, you do get the important coverage in Augusta over WGAC." WGAC Augusta, Ga.

AMONG THE NATION'S "TOP TEN" CITIES WE GET OUR HIGHEST HOOPERATINGS THROUGH KSD, ST. LOUIS

At frequent intervals, C. E. Hooper releases current national standings of the "First Fifteen" evening network programs. Naturally, the relative positions and ratings of most of the programs vary among the 32 cities which are surveyed by Hooper.

The extent to which these standings and ratings vary has been interestingly recorded in a group of tabulations which appeared in the May 4 issue of *The Billboard*. The tabulations show the Hooperatings and standings of the "First Fifteen" evening programs in each of the nation's "Top Ten" *cities*, which are: New York, Philadelphia, Los Angeles, Boston, Cleveland, Chicago, Detroit, Baltimore, Pittsburgh and St. Louis.

The figures used represented Hooper tabulations compiled during two- to five-month periods in the Fall and Winter of 1945-46, and in St. Louis *ten* of the "First Fifteen" were broadcast over KSD—*twice* as many as those of all the other St. Louis Stations *combined*. But more important are the following facts which were revealed in comparing the Hooperatings of individual programs among the ten cities included in *Billboard's* tabulations:

1. **Charlie McCarthy's 29.8 Hooperating in Saint Louis was the highest rating credited the program in any of the ten cities tabulated.**
2. **The same is true of Jack Benny's 27.8 Hooper on KSD.**
3. **Also Abbott & Costello's 25.3 rating on KSD.**
4. **And also Amos 'n' Andy's 22.5 Hooperating on KSD.**
5. **Fibber McGee's 34.4 on KSD was the *second* highest Hooper for the program among the "Top Ten" cities.**
6. **The KSD ratings for Bob Hope, Red Skelton and Jack Haley were the *third* highest.**

Just as NBC is an integral factor in "The Combination That Clicks in St. Louis," so is KSD one of the strong "links" in the NBC "chain." By continuing to take advantage of every opportunity to render special public services to its listeners, KSD will endeavor to infuse that link with ever-increasing strength.

KSD NBC AP

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives
FREE & PETERS, INC.

THE OUTSIDE* AUDIENCE IS BIG

on the Pacific Coast, too!

Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee covers the OUTSIDE as well as the INSIDE half... a C. E. Hooper 276,019 coincidental telephone survey proves it.

IF YOU'RE HUNTING for more radio listeners on the Pacific Coast, don't overlook the 5½ million people of the *outside* audience. All four networks cover the *inside* or 7 major metropolitan county areas, but Don Lee is the only network that completely covers the outside area as well.

The reason is plain to see when you look at a map. Most markets on the Pacific Coast are surrounded by mountains up to 15,000 feet high—perpetual natural barriers to the long-range broadcasting of other networks. Don Lee, however, with 40 stations, broadcasts *from within* each of these mountain-surrounded markets.

The *outside audience* is not only big in numbers, it's big in buying power, too...spending 4 of the total 8 billion dollars in Pacific Coast retail sales each year.

Make sure you cover both big markets, *inside* and *outside*, when you buy radio time on the Pacific Coast. The only way you can do it is: Buy Don Lee. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

EXAMPLE NO. 2 : EUGENE, OREGON

An exclusive Don Lee *outside market*

TOTAL RETAIL SALES $36,244,000

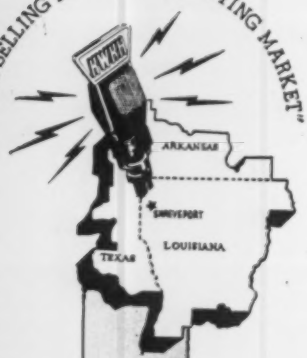
Sales Management, 1945, Survey of Buying Power

The Nation's Greatest Regional Networ

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

"THE SELLING POWER IN THE BUYING MARKET"



KWKH

THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

Vote on Unionization Ordered For CBS Employes by NLRB

AN AGGRESSIVE campaign to unionize white collar workers in at least two networks reached partial fruition last week.

(1) The National Labor Relations Board ordered an election among 1,000 CBS employes, including those in the network's television enterprises, to choose which (if any) of three unions would represent them.

(2) The United Office and Professional Workers of America (CIO) petitioned the regional NLRB in New York for permission to represent several classifications of employes at NBC.

Three unions will be on the ballot at the projected CBS elections: The UOPWA, the International Alliance of Theatrical Stage Employes (AFL) and the International Brotherhood of Electrical Workers (AFL).

The CBS white collar workers' election is scheduled for June 14. The balloting will take place both at the CBS main building and the studio-television building in New York, it was decided at a meeting last Tuesday of representatives of the three unions and CBS officials.

At the same meeting IATSE revealed that it would file a petition to represent the CBS studio ushers and back-stage guards. Both IBEW and UOPWA protested and indicated they too would attempt to represent that group.

The CBS election will involve about 1,000 workers including research analysts, study directors, editorial researchers, librarians, press information representatives, commercial artists, photographers, program assistants, accounting department employes, supervisors, secretaries and clerical help.

The NLRB's decision to include CBS television employes was in denial of the petition of IATSE which had strongly urged employes of the radio network and television workers be treated separately. "The IATSE's contention that employes in question should be set apart because television is a new industry, separate and distinct from radio, is not upheld by the NLRB."

The IATSE asserted that the television industry was analagous to motion pictures and that collective bargaining patterns in New York's movie industry afforded a precedent for bargaining in the television unit which the IATSE wanted to establish.

Rejecting this offer, the NLRB ruled that the "television department (of CBS) as a whole is closely integrated with the company's other operation in New York City, and that there is a strong community of interest in wages, hours and working conditions among all the company's white collar employes in the city."

The Radio Directors Guild and the IATSE, both AFL affiliates, are currently competing to represent a fringe group of CBS television employes including assistant television directors and studio workers. Arguments by both unions will be heard at an NLRB meeting in Washington June 4.

Meanwhile, the United Office and Professional Workers of America petitioned the regional board of NLRB for an election among guides, ticket takers, pages, cashiers and receptionists at NBC to determine union representation.

It was understood that UOPWA had been carrying on an active organizational campaign among those classifications of NBC workers.

Listener Feted

A ROYAL NBC welcome awaited John Lindberg of Stockholm, Sweden, when he arrived Monday in New York on the *Gripsholm* enroute to visit his mother in Berkeley, Cal. It all started when Mr. Lindberg wrote to the network about his long "acquaintance" with NBC shortwave broadcasts and requested permission for a sightseeing tour. As a result, he was met at the pier Monday, driven in a limousine to Radio City for lunch, after which he took a motor trip to view the New York City area. That night he was a guest at the Firestone Tire & Rubber Co. program and the Diamond Horseshoe night club. On Tuesday, 1:30 p. m., he broadcast his impression of his welcome, shortwaved to Sweden over NBC.

Call Letters Approved

AUTHORITY to use call letters WLOE for his new Leaksville, N. C., station was granted to Douglas L. Craddock on May 24, FCC announced last week. Mr. Craddock, Leaksville theatre manager, received a construction permit March 13 for a Leaksville outlet on 1490 kc with 100 w fulltime [BROADCASTING, March 18].

EXCLUSIVE VIDEO COVERAGE of Detroit's Automotive Golden Jubilee on four ABC stations has been announced by U. S. Rubber Co., New York. Signing contract is Charles J. Durben, assistant advertising director of U. S. Rubber Co. with John Brooks (c) of ABC's sales department and Richard Hackenger (r), radio and television director of Campbell-Ewald's eastern division.

HERE'S HOW

Gross Writes Guide for Seekers Of Public Service Time

". . . RADIO can be very good and also sometimes very dull. Unfortunately, civic public service programs many times fall into the latter category." With this beginning, Leonard B. Gross, manager of the radio bureau of the San Francisco Chamber of Commerce, and formerly with NBC public service department in San Francisco for five years, introduces his "Guide to Radio Relations for Use by Community Public Service Agencies."

Basic suggestions are included under: (1) Carefully analyze your program idea, following through on all details of audience desired, writer, participants, time, etc.; (2) never request a station for time unless you really need it; (3) present your program plan or idea in writing, with a clear outline of the program or series; (4) cooperate with the station, in using joint promotion campaigns, etc.; and a list of several "don'ts" that will "make a station happy."

KDKA
News Schedule

WEEKDAYS

A.M.	5:30	Early News
	6:00	Farm Hour News
	7:00	News Reports
	7:30	Headlines
	8:00	Esso Reporter
	8:30	Morning Summary
Noon	12:00	Esso & Chas. Earley
P.M.	1:00	Ed Schaughency
	6:00	Esso & Chas. Earley
	6:45	Lowell Thomas*
	7:15	NBC World News*
	11:00	Esso & Paul Shannon
	12:00	Midnite Roundup
A.M.	12:55	Summary

SUNDAY

A.M.	8:00	Morning News
	9:00	NBC News
	10:55	Esso Reporter
Noon	12:00	Carlton Ide
P.M.	3:00	World News Parade
	6:45	Ed Schaughency
	11:00	Headlines & Background
A.M.	12:55	Summary

**Except Saturday*

SPECIAL NEWS FEATURES

News of returning troop ships
11:30-12 P.M.—Weekdays

Personalities in the News
10:45 P.M.—Friday

Youth Looks at the News
9:15 A.M.—Saturday

National Farm & Home Hour
1:30 P.M.—Saturday

John W. Vandercook
5:30 P.M.—Saturday

Main Street Editor
6:45 P.M.—Saturday

Hunting & Fishing News
7:30 P.M.—Saturday

Religion in the News
8:30 A.M.—Sunday

National Hour
4:00 P.M.—Sunday

London Column
11:45 P.M.—Sunday

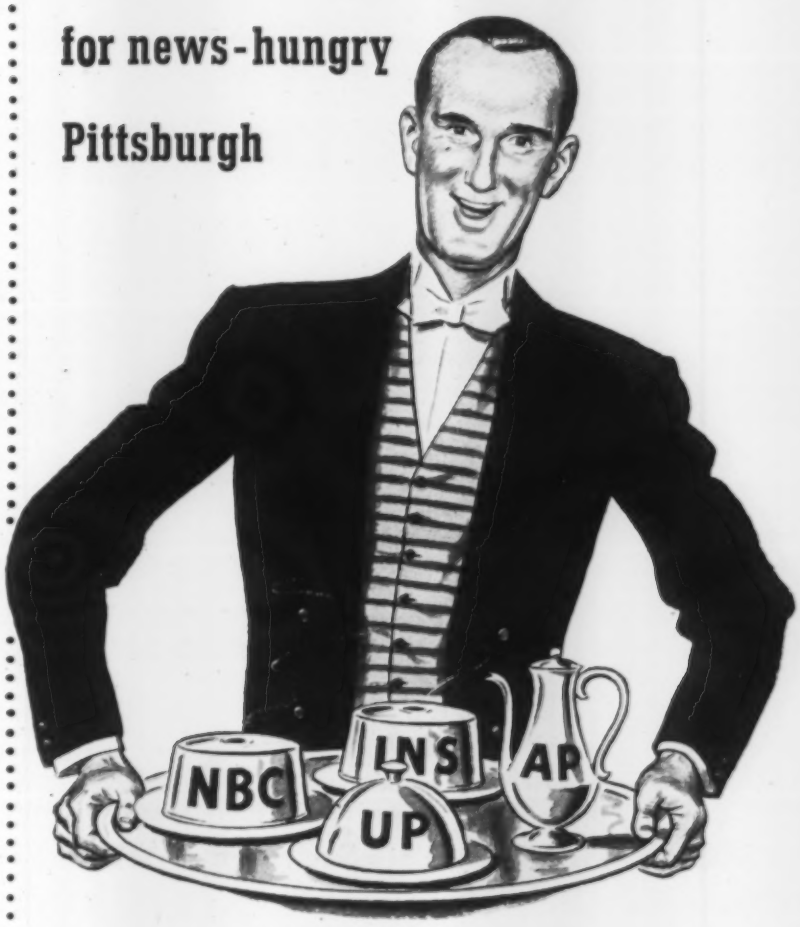
Sports News: Bill Sutherland
6:30 P.M.—Fri. & Sat.
Bill Stern
10:30 P.M.—Friday
Johnny Boyer
11:15 P.M.—Weekdays

FM Newscasts—3 P.M.—6 P.M.
6:45 P.M.—8:55 P.M.—Weekdays

All Programs Interrupted for Important Bulletins

"FULL-COURSE" COVERAGE

for news-hungry Pittsburgh



In the busy counties surrounding Pittsburgh.. listeners looking for news stay tuned to KDKA, Pittsburgh's *only* medium with all four news services. Associated Press, United Press, International News Service, and NBC help keep KDKA's newsroom up-to-the-second on world events and local doings!

Yet this full news schedule is only one example of the program-policy that makes Pittsburgh's oldest station its most popular. To make certain of an attentive audience for your Pittsburgh sales-message.. put it on KDKA!

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

KEX • KYW • WBZ • WBZA • WOWO • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Cast of "The Law and the Prophets," left to right: Jane Day, Dale Young, Larry Richardson, Morris Hendricks and Rance MacFarland. Written by Jim Bridges; produced by Brad DeMarcus.

WIBC Live Talent Enlists in the Fight Against Famine

The live talent staff of WIBC—the fastest growing station in Indianapolis—has successfully sold many products and many services for many sponsors.

But, in the recent presentation of the dramatic show, "The Law and the Prophets," it was selling neither product nor service . . . *but a cause* . . . the cause of humanity in general and the cause of starving millions abroad in particular.

We mention this program, not for the reason that it represents any outstanding contribution on WIBC'S part in the fight against famine, but merely because it offers another example of the diversified talents of the WIBC staff . . . talents which are readily adaptable to the public need, or to your own particular commercial objective. So why not ask your John Blair man for details? He'll be happy to show you how a WIBC live talent show can boost sales and reduce selling costs in Indiana.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis

Milestones in Broadcasting

SEVENTEEN years in radio was celebrated May 27 by Charles Stookey, farm editor of KXOK St. Louis, on special broadcast arranged by station. In past six years he has covered 46 of the 48 states to gather news for his farm broadcasts. . . . For the fourth consecutive year Norman Black, conductor of the string ensemble of WFIL Philadelphia, will conduct air concerts in city's USO-Labor Plaza.

Week-long program of special events and broadcasts marked twenty-fifth anniversary of WNBH New Bedford, Mass., in late May. Station was licensed as WDAU May 22, 1921. . . . With its *Music for the Family* series beginning third year on KGO San Francisco, Jackson's Furniture Co., Oakland, Calif., begins additional program, *Meet the Bride*, audience participation feature which originates from sponsor's store. . . . French-language daily quarter-hour program, *Madeleine et Pierre*, sponsored by Kellogg Co. on CKAC Montreal, in mid-May presented 2,000th performance.

Daytime NBC series, *When a Girl Marries*, May 29 started eighth year on the air. Sponsor is General Foods. . . . Book-of-the-Month Club for fourth consecutive year will sponsor Sunday concerts of the 1946-47 season of the New Friends of Music on WQXR New York. Running Nov. 3 until March 2, concerts are aired in their entirety with no breaks for commercials. . . . Special tabloid promotion piece has been distributed to announce signing by Cunningham Drug Stores, Detroit, of seventh year's contract for *News Ace* programs on WJR WWJ WXYZ CKLW WJBK WCAR. The Cunningham newscast will reach its 50,000th air edition before midsummer. Stores are using tie-in promotion campaign. Agency is Simons-Michelson Co., Detroit.

Twelfth year of service has been started by WTMV East St. Louis, Ill. . . . For sixth consecutive year Keystone Automobile Club Casualty Co. is continuing sponsorship of its *Musical Milestones* program on KYW Philadelphia. . . . First anniversary of *980 Club* program of WPEN Philadelphia was celebrated May 18 by remote broadcast and audience outing at Woodside Park, amusement area. . . . As WPTF Raleigh, N. C., program, *Man on the Street* begins eighth year (discounting war hiatus), North Carolina Equipment Co. signs for year's sponsorship of the Saturday afternoon interview series.

May 20 WHOM New York honored Alois Havrilla, announcer formerly heard on major network programs and now Cowles newscaster, who is celebrating his twenty-third year in broadcasting. . . . Fourth anniversary of Armed Forces Radio Service was observed May 29 by special 90-minute *Command Performance* broadcast on 180 overseas stations and 220 international stations of Army, Navy and Veterans hospitals in the U. S. Top talent participated. . . . Tenth birthday of CBS *Lux Radio Theatre* will be noted June 3 by Lever Brothers Co. . . . And Sandford Barnett, staff writer for the Hollywood office of J. Walter Thompson Co. on that program, in early June observes his twenty-third year in the art.

Jimmy Durante, co-star of *Jimmy Durante-Garry Moore Show* on CBS, June 3 begins thirtieth year in show business, radio's godmother. . . . LeRoy Miller, WFIL Philadelphia early morning m.c., and Chester Clark, WCAE Pittsburgh, announcer, both begin tenth year of broadcasting.

WIP Summer Course

IN AN EFFORT to aid those Philadelphia youths seeking careers in radio, WIP Philadelphia will again hold its Summer Radio Workshop. Date is to be announced. This workshop is open to the students of the public, Catholic, and private schools of the Philadelphia metropolitan area. The course runs for nine weeks, during which time the students will work primarily on practical radio production, which will include training on script writing, acting, directing, sound effects, and production. The three best programs, resulting from their efforts, will be broadcast over the station. The members of the radio committee of the three school systems will cooperate with Sam Serota, educational director of WIP, and Edward Wallis, assistant program director.

For Top Availabilities and Prompt, Accurate Service in Omaha

Call WEED & CO.

New York Vanderbilt 6-4542
Chicago Randolph 7730
Detroit Randolph 5382
Boston Hubbard 4677
Hollywood Hillside 8611
San Francisco Yukon 1899
Atlanta, Ga. Jackson 5874

MUTUAL **KBON** 1490 OMAHA

DAVID TO OPEN OWN LAW OFFICES JULY 1

NATHAN DAVID, FCC assistant general counsel on military leave, has resigned from the Commission and will open an office in Washington about July 1 for the practice of radio law.

Mr. David

In the Navy since Nov. 20, 1943, Mr. David was entitled under the Selective Service Act to return to his FCC post and at one time was mentioned as successor to Paul A. Porter on the FCC and also as a possible appointee to the general counselship when that office was vacated by the elevation of Rosel H. Hyde to the Commission.

Mr. David joined FCC on Oct. 23, 1939, became secretary to former FCC Chairman James Lawrence Fly in January 1940 and was named chief of the War Problems and Enforcement Division in February 1942. For a short period he was loaned to the Office of Coordinator of Information.

He joined the Navy as an enlisted man and was commissioned 11 months later, in October 1944. He was discharged last February with the rank of lieutenant. Mr. David is a graduate of Harvard Law School, Class of 1937, and practiced law in Boston before joining the FCC.

ICE-OUT
KFAR Broadcasts Big Thrill Of the Northland

THRILL of the Preakness or the Kentucky Derby has its Alaskan counterpart in the ice break-up at Nenana on the Tanana River, 50 miles from Fairbanks and KFAR. KFAR was on the spot for five days before the event, describing the latest ice conditions, conducting interviews with sourdoughs of the region, and telling of the Eskimos, Indians and whites who had gathered on the banks.

Guesses at $1 a piece are sold on the ice pool classic, with this year's total reaching $137,000. A wooden tripod is placed on the ice in mid-river and connected by rope to a chronometer mechanism in a house on shore. When the ice goes out, the downstream movement of the tripod stops the clock and those who guessed the winning minute receive the cash prize of over $100,000.

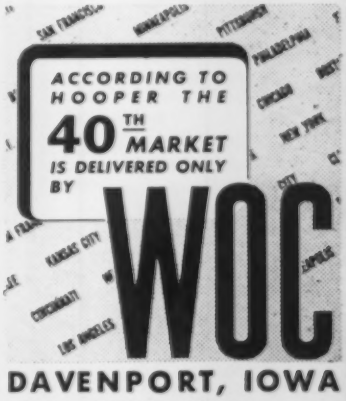
At 4:40:25 p.m. the rope snapped and Announcer Ed Stevens and Engineer Earle Grandison relayed the excitement to all parts of Alaska. Four tickets had been purchased on the 4:40 p.m. time and the money was split. One of the winners was Mike Johnson, 81, a retired gold miner, penniless and living in a territorial home for destitute pioneers at Sitka.

12 LOCALLY OWNED

Schlegel
REXALL DRUG STORES

buy WOC for the QUAD Cities
(DAVENPORT, ROCK ISLAND MOLINE, E. MOLINE)

Since 1943, Hooper and Conlan surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.



DAVENPORT, IOWA
B. J. PALMER, President
BURYL LOTTRIDGE, Manager
BASIC AMERICAN NETWORK
5000 WATTS—1420 Kc.
FREE & PETERS, INC., National Representatives

SOON THE WINNER!

The Monday broadcast of the "KFI-HOLLYWOOD BOWL YOUNG ARTISTS COMPETITION" at 9:30 p.m. will present the last two of eight concert instrumentalists as finalists in this year's series. From among thirty-nine soloists appearing on weekly broadcasts of the "YOUNG ARTISTS COMPETITION" which commenced last November 5th, these were chosen by our distinguished Committee of Judges to enter the home stretch: Alta Grimes, 23 year old cellist; Gilda Grego, 16 year old pianist; Natalie Magda Kosches, 16 year old pianist; Shirley Kagan, 15 year old pianist; Elliot Fisher, 21 year old violinist; Lillian Magidow, 16 year old pianist; Tanya Gould, 22 year old pianist; and Andre Previn, 16 year old pianist. Early next week one of the above young artists will be named the 1945-46 Competition winner and will receive as the grand prize a paid solo performance in Hollywood Bowl during the forthcoming "Symphonies Under the Stars" with Leopold Stokowski. This is a Public Service enterprise sponsored jointly by Station KFI and The Hollywood Bowl Association.

RECORDING MANAGER MAKES GOOD

Lyman Smith who heads KFI's Recording Division (and keeps just any number of clients happy with the best work in this line that you can buy in all of Los Angeles) was recently elected President of the Hollywood Junior Chamber of Commerce.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Radio Gives Assistance in Rail Crisis

Aids to Travelers, News Coverage Offered In Tieup

COLLECTIVELY and individually radio devoted its full facilities to aiding a strike-bound nation following the railroad walkout May 23.

In addition to special network broadcasts — many of which cancelled commercial shows — virtually every station in the country cooperated with local authorities and stranded rail passengers by broadcasting bulletins and information at frequent intervals. Remote pickups from railway stations, bus terminals and hotels, in which stranded passengers were interviewed, were featured.

Many stations in all parts of the country set up travel services — broadcasting appeals for drivers of automobiles to take stranded rail passengers with them. Hundreds of travelers found transportation through that medium.

WCPO Cincinnati rebroadcast President Truman's appeal of May 24 at two-hour intervals throughout Friday night and Saturday morning, cooperated with Travelers Aid Society and American Red Cross to help stranded passengers.

WBIG Greensboro, N. C., extended use of its facilities to local newspapers when those publications found it necessary to omit all advertising because of paper shortage. Greensboro papers have been anti-radio for several years.

Washington Pickups

In Washington all stations had lines or reporters at Statler Hotel, rail union headquarters, White House, Capitol Hill and Union Station. WOL-MBS scored a beat with statement by A. F. Whitney, head of Brotherhood of Railway Trainmen, three minutes after President Truman finished addressing Congress. WWDC, non-affiliate, set up a travel bureau service, helping find transportation by auto for many stranded rail passengers. WTOP-CBS used a mobile unit for several pickups in front of Statler Hotel and White House. WRC-NBC, WMAL-ABC and WINX all did special newscasts and interviews.

WCCO Minneapolis-St. Paul sent Ralph Backlund on the "400" Chicago train in preparation. Train stopped at Adams, Wis., at 4 p. m. Backlund was stranded with other passengers when the only train leaving Adams for Minneapolis pulled out while he was phoning in a story. He made it by taxi.

WTAG Worcester, Mass., rounded up reaction from Union Station, airport, bus terminals, and presented a program Thursday night following regular late newscast.

Richmond Coverage

WRVA Richmond, Va., made an exclusive wire recording aboard the first and only train to leave Richmond during strike. It was manned by C. & O. officials.

KNAK Salt Lake City, Utah, cancelled many commercial programs to handle strike news and information for stranded passengers, helped find housing for those without transportation.

WHB Kansas City teamed with American War Dads organization to broadcast service announcements at half-hour intervals, cancelling several commercials for service. Station found auto transportation for many.

In New York, local stations and network outlets devoted much time to strike. WNYC, municipally-owned station, fed the speech of Mayor William F. O'Dwyer from City Hall to WOR WJZ WEAF WMCA WNEW WHN in addition to handling emergency messages. Many New York stations cooperated to help find lodging and automobile transportation for stranded passengers. City's rail terminals were covered. Several stations were hard hit by personnel shortage Friday when commuting employes were unable to return to work after going home early Thursday afternoon. Scores of radio folk remained in town throughout strike. WNBT-NBC and WCBW-CBS, television stations, televised stranded crowds at rail terminals, and otherwise covered strike. WOV, Italian language station, carried emergency announcements in both English and Italian.

KWK Building for FM Commences Next Month

KWK St. Louis next month begins work on the first FM station in that area. Contract for a 50 kw FM transmitter, including a new eight-bay, square-loop antenna, has been signed by Robert T. Convey, president of Thomas Patrick Inc., owner of KWK.

The equipment for the station, developed and manufactured by Federal Telephone and Radio Corp., Newark, N. J., will be delivered in 30 days. When the installation is completed, the station will have a power output of 50,000 w under continuous operation on the frequency range within the band of 88 to 108 mc.

A 270-foot tower carrying the square-loop antenna, will give the transmitter an effective radiative power of 450 kw, assuring clear reception and a wider range of reception. With this newest addition to broadcasting in St. Louis, KWK, founded in 1927, adds another in its long list of achievements in the public interest.

Growing from its days when it was primarily a father and son endeavor, KWK now employs over 100 persons, and is an affiliate of MBS. The installation of the new transmitter will be supervised by engineers of the Federal Telephone and Radio Corp.

Robert Wasdon Manager Of New W. Va. Station

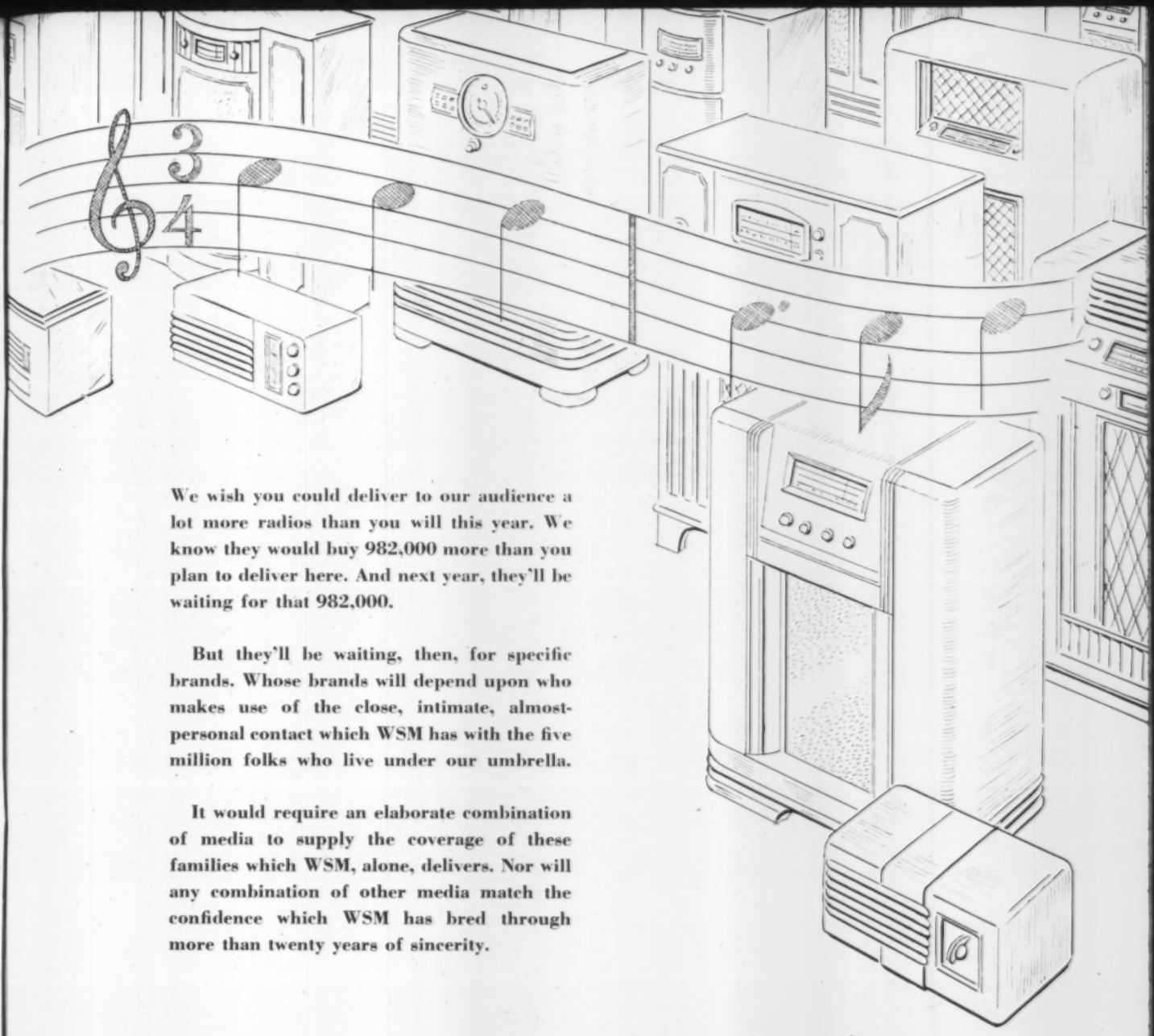
ROBERT WASDON, former director of operations for WGKV Charleston, W. Va., has been named manager of WMON Montgomery, W. Va., recently granted station. Mr. Wasdon returned to this country in January after serving overseas for two years. Assigned to the American Forces Network, he was program manager for all AFN stations in Germany.

WMON's opening has been set for June 17. The station is an MBS affiliate, using AP news and World Transcription Library. Adam J. Young Jr. is the national representative.

Honors Third Cavalry

TO HONOR 100 years of service by the First Army's Third Cavalry Group, the 2d Information and Historical Service May 19 broadcast highlights of the Group's history. Broadcast was heard on the North Alabama Network, WBT Charlotte, WPTF Raleigh, WFNC Fayetteville, N. C.

In Grand Rapids Mrs. Housewife Prefers
WLAV
A. B. C. Network For • Grand Rapids, Mich.



We wish you could deliver to our audience a lot more radios than you will this year. We know they would buy 982,000 more than you plan to deliver here. And next year, they'll be waiting for that 982,000.

But they'll be waiting, then, for specific brands. Whose brands will depend upon who makes use of the close, intimate, almost-personal contact which WSM has with the five million folks who live under our umbrella.

It would require an elaborate combination of media to supply the coverage of these families which WSM, alone, delivers. Nor will any combination of other media match the confidence which WSM has bred through more than twenty years of sincerity.

HARRY STONE, *Gen. Mgr.*

WINSTON S. DUSTIN, *Comm. Mgr.*

EDWARD PETRY & CO., *National Representatives*

W — Air Castle of the South — E

650 KILOCYCLES · 50,000 WATTS · NBC AFFILIATE · CLEAR CHANNEL

WSM

NASHVILLE

FM Standards

(*Continued from page 15*)

that facsimile transmission would be authorized on any channel, whether Class A or Class B, in both Area I and Area II.

* * *

Washington, D. C.
DOCKET No. 6768
In the Matter of
Promulgation of Rules and Regulations and Standards of Good Engineering Practice for FM Broadcasting Other Than Non-Commercial Educational Broadcast Service.

ORDER

At a session of the Federal Communications Commission held in its offices in Washington, D. C. on the 24th day of May, 1946;

WHEREAS, It appears that the public interest, convenience, and necessity may be served by the adoption of the attached proposed amendments to the Commission's Rules and Regulations, and Standards of Good Engineering Practice for FM broadcasting other than non-commercial educational broadcast service;

NOW, THEREFORE, IT IS ORDERED, That any persons desiring to submit written statements with respect to these proposed rules and regulations and standards, file such statements with the Commission on or before June 15, 1946; and any persons desiring the opportunity of oral argument file their requests with the Commission on or before June 15, 1946; and

IT IS FURTHER ORDERED, That in absence of protests on or before June 15, 1946, the proposed rules and regulations and standards will be promulgated.

FEDERAL COMMUNICATIONS COMMISSION
T. J. SLOWIE,
Secretary

* * *

3.202 Areas of the United States—

For the purpose of allocation the United States is divided into two areas. The first area—area I—includes southern New Hampshire; all of Massachusetts, Rhode Island, and Connecticut; southeastern New York as far north as Albany-Troy-Schenectady; all of New Jersey, Delaware, and the District of Columbia; Maryland as far west as Hagerstown; and eastern Pennsylvania as far west as Harrisburg.[1] The second area—area II—comprehends the remainder of the United States not included in area I.

3.203 Class A Stations—

(a) A Class A station is a station which operates on a Class A channel and is designed to render service primarily to a community or to a city or town other than the principal city of an area, and the surrounding rural area. The transmitter power and antenna height of a class A station shall normally be capable of coverage equivalent[2] to a minimum of 0.1 kw and a maximum of 1.0 kw effective radiated power at 250 feet antenna height, as determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations. Class A stations will not be authorized with more than 1 kw effective radiated power. Standard power ratings of transmitters used for Class A stations shall be not less than 250 watts nor more than 1000 watts. A normal minimum separation for Class A stations of 50 miles will be provided on the same channel and 35 miles on adjacent channels.

(b) Twenty channels beginning with 104.1 mc and ending with 107.9 mc (channels 281 through 300) are designated as Class A channels. All of these channels are available for assignment in cities which are not the central city or cities of a metropolitan district. Ten of these channels are also available for assignment in central cities of metropolitan districts which have fewer than six Class B stations.[3]

3.204 Class B Stations—

(a) A Class B station is a station which operates on a Class B channel and is designed to render service primarily to a metropolitan district or principal city and the surrounding rural area, or to rural areas removed from large centers of population. The service area of a Class B station will not be protected beyond the 1000 uv/m contour; however; Class B assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service. Standard power ratings of transmitters used for Class B stations shall normally be 1000 watts or greater. In the following subsections, antenna height above average terrain and effective radiated power are to be determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations.

(1) In area I, Class B stations will be licensed to operate with a service area equivalent[2] to a minimum of 10 kw effective radiated power and antenna height of 300 feet above average terrain and a maximum of 20 kw effective radiated power and antenna height of 500 feet above average terrain.[4] in metropolitan districts in area I with a population greater than 250,000 the minimum service area shall be the equivalent[2] of 20 kw effective radiated power and an antenna height of 350 feet above average terrain. Class B stations in area I will not be licensed with an effective radiated power greater than 20 kw.

(2) In area II, Class B stations will be licensed to operate with a service area equivalent[2] to a minimum of 2 kw effective radiated power and antenna height of 300 feet above average terrain and a normal maximum of 20 kw effected radiated power and antenna height of 500 feet above average terrain.[4] In area II, where it is shown that the public interest would be served by authorizing greater power or antenna height either to serve greater area or to provide a higher signal intensity within an area, the power, antenna height, and area will be determined on the merits of the case, with particular attention being given to rural areas which would not otherwise receive service.

(b) Sixty channels beginning at 92.1 mc and ending at 103.9 mc (channels 221 through 280) are designated as Class B channels.

3.205 Station location—

(a) Each FM broadcast station shall be considered located in the state and city where the main studio is located.

(b) The transmitter of each FM broadcast station shall be so located that satisfactory service is delivered to the city where the main studio is located, in accordance with the Standards of Good Engineering Practice Concerning FM Broadcast Stations; Provided, however, upon special showing of need, authorization may be granted to locate the transmitter so that adequate service is not rendered to this city, but in no event shall this city be beyond the 50 uv/m contour.

3.206 Main Studio—

The term "main studio" means the studio from which the majority of local programs originate and/or from which a majority of station announcements are made of programs originating at remote points.

The following changes are proposed for the Standards of Good Engineering Practice Concerning FM Broadcast Stations:

2. Engineering Standards of Allocation.

A. Sections 3.202 to 3.206 inclusive of the Rules and Regulations describe the basis for allocation of FM Broadcast Stations, including the division of the United States into Areas I and II.

Where reference is made in the Rules to antenna heights of Class A stations, Section 2 E (1) of these Standards should be consulted; for Class B stations, Section 2 E (2) should be consulted.

B. In determining the predicted and measured field intensity contours of FM broadcast stations the following shall govern:

(1) Class A stations will normally not be required to determine their contours.

(2) Class B stations shall determine the extent of their 1000 uv/m and 50 uv/m contours.

The above contours shall be determined in accordance with the methods prescribed in these Standards.

C. Although some service is provided by tropospheric waves, the service area is considered to be only that served by the ground wave. The extent of the service is determined by the point at which the ground wave is no longer of sufficient intensity to provide satisfactory broadcast service. The field intensity considered necessary for service is as follows:

TABLE I

Area	Median Field Intensity
City business or factory areas	100 uv/m
Rural areas	50 uv/m

A median field intensity of 3000 to 5000 uv/m should be placed over the principal city to be served, and a median field intensity of 1000 uv/m should be placed over the business district of cities of 10,000 or greater within the metropolitan district served. The location of the main studio of a Class A station is specified in Section 3.203 of the Rules. A field intensity of 5000 uv/m should be provided over the main studio of a Class B station except as otherwise provided in Section 3.204 of the Rules.

These figures are based upon the usual noise levels encountered in the several areas and upon the absence of interference from other FM stations.

D. A basis for allocation of satellite stations has not yet been determined. For the present, applications will be considered on their individual merits.

E. The service area is predicted as follows:

(1) Class A stations.

A map, topographic where obtainable, shall be submitted for the area within 15 miles of the proposed antenna site. On this map shall be indicated the antenna location and a circle of 10 miles radius with the antenna location as center. Representative points shall be picked on this circle 15 degrees apart and the elevation of these points determined. The average elevation of these points will be considered the average elevation of the circle. The difference between the elevation of the center of the radiating system and the average elevation of this circle shall be considered the height of the antenna over the terrain 10 miles from the transmitter. In cases where the applicant believes this method to be grossly in error due to peculiarities of the terrain, this method shall be used for determining the antenna height but a showing may be made, if desired, determining the height by other means and describing the method used. Calculations of the service contours of Class A stations are not required.

(2) Class B Stations.

(No changes in present Section 2 E (2).

[1] In some of the territory contiguous to area I, the demand for frequencies requires that applications be given careful study and consideration to insure an equitable distribution of facilities throughout the region. This region includes the remainder of Maryland, Pennsylvania, and New York (except the northeastern corner) not included in area I; Virginia, West Virginia, North Carolina, South Carolina, Ohio and Indiana; southern Michigan as far north as Saginaw; eastern Illinois as far west as Rockford-Decatur; and southeastern Wisconsin as far north as Sheboygan. Other regions may be added as required.

[2] For the purpose of determining equivalent coverage, the 1000 uv/m contour should be used.

[3] For the time being, until more FM broadcast stations are authorized, the Commission will not authorize Class A stations in central cities of metropolitan districts having four or more standard broadcast stations.

[4] In the determination of appropriate coverage, consideration should be given to population distribution, terrain, service from other FM stations, trade area and other economic factors. Among the recognized trade area authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas) and Hagstrom Map Co. (Four Color Retail Trading Area Map).

"KXOA BEARS WATCHING—HAS KNOW HOW"

So said *VARIETY* in their recent Showmanagement Survey. KXOA was the ONLY station in the Sacramento area to receive this showmanship nod -- Furthermore, it was so commended before KXOA was a year old.

WATCH KXOA - SACRAMENTO'S MOST ALERT RADIO STATION

BASIC MUTUAL

OWNED AND MANAGED BY LINCOLN DELLAR

Write Congress!

ENCOURAGEMENT to listeners to write Congressmen on important matters of legislation is being given by Hugh Muncy, farm director of KXEL Waterloo, Iowa, on his early morning *Neighbors' News*. Program also invites listeners to write the station on current topics, most recent example of which was the OPA continuation question. That particular poll drew mail from half of Iowa's counties and several other states; indicated that 66.35% of writers favored continuance of price control.

MILLIONS OF TONS OF BLACK GOLD
EARNING MILLIONS OF DOLLARS
TO SPEND

WMON

MONTGOMERY

"in the center of West Virginia"

JUNE 15TH

1340 KC.

affiliated

MUTUAL BROADCASTING SYSTEM

ADAM J. YOUNG, JR. INC.

NATIONAL REPRESENTATIVE

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

Renewals

(*Continued from page 26*)

ed renewal for period ending Feb. 1, 1948.

WINS New York was granted renewal for period ending May 1, 1948 (Comr. Durr voting for hearing).

WKRO Cairo, Ill., was granted renewal for period ending Aug. 1, 1948.

WNBR Jacksonville, Fla., was granted renewal for period ending Aug. 1, 1947.

Temporary Extensions

License for the following stations were further extended upon a temporary basis, pending determination upon applications for renewal, for the period ending August 1, 1946:

KABC San Antonio; KBIX Muskogee, Okla.; KBON Omaha; KBST Big Spring, Texas; KBTM Jonesboro, Ark.; KBUR Burlington, Iowa; KCMC Texarkana; KCRS Midland, Tex.; KEYS Corpus Christi; KFRC San Francisco and auxiliary; KFUN Las Vegas, N. M.; KGDE Fergus Falls, Minn.; KGFJ Los Angeles; KGKB Tyler, Tex.; KHAS Hastings, Neb.; KHBC Hilo, T. H.; KHMO Hannibal, Mo.; KHUB Watsonville, Calif.; KMLB Monroe, La.; KNOW Austin, Tex.; KOCY Oklahoma City; KONO San Antonio; KOOS Coos Bay, Ore.; KOTN Pine Bluff, Ark.; KPAB Laredo, Tex.; KPHO Phoenix; KPLT Paris, Tex.; KRBM Bozeman, Mont.; KSAM Huntsville, Tex.; KSAN San Francisco; KTHT Houston; KTOH Lihue, T. H.; KTOK Oklahoma City; KVAK Atchison, Kans.; KVAL Brownsville, Tex.; KVCV Redding, Calif.; KVEC San Luis Obispo; KVNU Logan, Utah; KVOE Vernon, Tex.; KWAL Wallace, Idaho; KWBW Hutchinson, Kans.; KWNO Winona, Minn.; KXO El Centro, Calif.; KYCA Prescott, Ariz.; KYOS Merced, Calif.; WABY Albany; WACO Waco; WAGM Presque Isle, Me.; WATW Ashland, Wis.; WBAB Atlantic City; WBLJ Dalton, Ga.; WBLK Clarksburg, W. Va.; WCED DuBois, Pa.; WCLO Janesville, Wis.; WDNC Durham, N. C.; WEOA Evansville, Ind.; WFTC Kinston, N. C.; WFVA Fredericksburg, Va.; WGAL Lancaster, Pa.; WGPC Albany, Ga.; WGRM Greenwood, Miss.; WGTC Greenville, N. C.; WHBY Appleton, Wis.; WHIT New Bern, N. C.; WHTB Talladega, Ala.; WIBG Glenside, Pa.; WING Dayton; WISE Asheville; WITH Baltimore; WJBK Detroit and auxiliary; WJBY Gadsden, Ala.; WJHO Opelika, Ala.; WJMC Rice Lake, Wis.; WJNO W. Palm Beach; WJXN Jackson, Miss.; WKBO Harrisburg, Pa.; WKBZ Muskegon; WLAV Grand Rapids; WLOF Orlando; WMFJ Daytona Beach; WMGA Moultrie, Ga.; WMJM Cordele, Ga.; WMOB Mobile; WNOE New Orleans; WOLF Syracuse; WOLS Florence, S. C.; WOPI Bristol, Tenn.; WOV New York and auxiliary; WPAR Parkersburg, W. Va.; WRGA Rome, Ga.; WRJN Racine; WSPB Sarasota, Fla.; WSTP Salisbury, N. C.; WTOL Toledo, Ohio; WWDC Washington, main and syn. amplifier.

Licenses for the following experimental television stations were further extended upon a temporary basis only, pending determination upon applications for renewal, for the period ending Aug. 1, 1946:

W2XVT, Allen B. Du Mont Labs. Inc.; W10XAD, W10XAE and W10XAF, Philco Products Inc.

Licenses for the following studio transmitter links, were further extended upon a temporary basis only, pending determination upon applications for renewal of licenses, for the period ending Aug. 1, 1946:

W2XEO, Capitol Broadcasting Co. Inc.; W2XBD, General Electric Co.; W4XGG, Gordon Gray; W9XMB, The Moody Bible Inst. of Chicago.

Licenses for the following FM stations were extended upon a temporary basis only, pending receipt of and/or determination upon applications for renewal, for the period ending Aug. 1, 1946:

WABW Indianapolis; WBAM New York; WABC-FM New York; WBBM-FM Chicago; WGFM Schenectady; WABF New York; WDLM Chicago; WPEN-FM Philadelphia; WSBF South Bend; WCAU-FM Philadelphia; WBZA-FM Springfield, Mass.; WBZ-FM Boston; KDKA-FM Pittsburgh; WEHS Chicago.

W2XWE Albany—Facsimile broadcast station was further extended upon a temporary basis only, pending determination upon application for renewal, for period ending Aug. 1, 1946.

WSOO Sault Ste. Marie, Mich.—License was extended upon a temporary basis only, pending determination upon application for renewal, for the period ending Aug. 1, 1946.

CKEY Is Host

CKEY Toronto on June 1 was to be host to a group of Ontario students from points outside Toronto who have won CKEY awards for the most creative ability in public speaking and composition. Competition is to be an annual affair.

WMAZ Expansion

WMAZ Macon, Ga., has announced plans to double present studio and office facilities. Arrangements have been made with Bankers Life Insurance Bldg. to occupy fourth as well as fifth floor. Occupation is expected by July 1.

OUR CONTRIBUTION to air conditioning. Shrouded in snow at the U. of Colorado newspaper week convention were Lloyd E. Yoder (left), general manager of KOA Denver, and Hal Bock, NBC Western Division television director who addressed newsmen.

IT&T Issue

A NEW ISSUE of 15-year 3% sinking fund debentures of $30,000,000 principal amount has been arranged for sale by the issuer, International Telephone & Telegraph Corp., to nine leading insurance companies. The new issue will become due May 15, 1961.

Proceeds from the sale of this issue, together with treasury funds of the corporation, will be used for redemption of IT&T's entire outstanding 25-year 5% gold debentures, due Feb. 1, 1955, in the principal amount of $43,530,000 at 105.

Redemption of the outstanding 5% debentures, will enable IT&T to reduce its funded indebtedness to a total of $58,701,000.

BASED on stage and film hit, "My Sister Eileen" has been packaged by Arthur Kurlan, Hollywood program packager, for sponsor consideration.

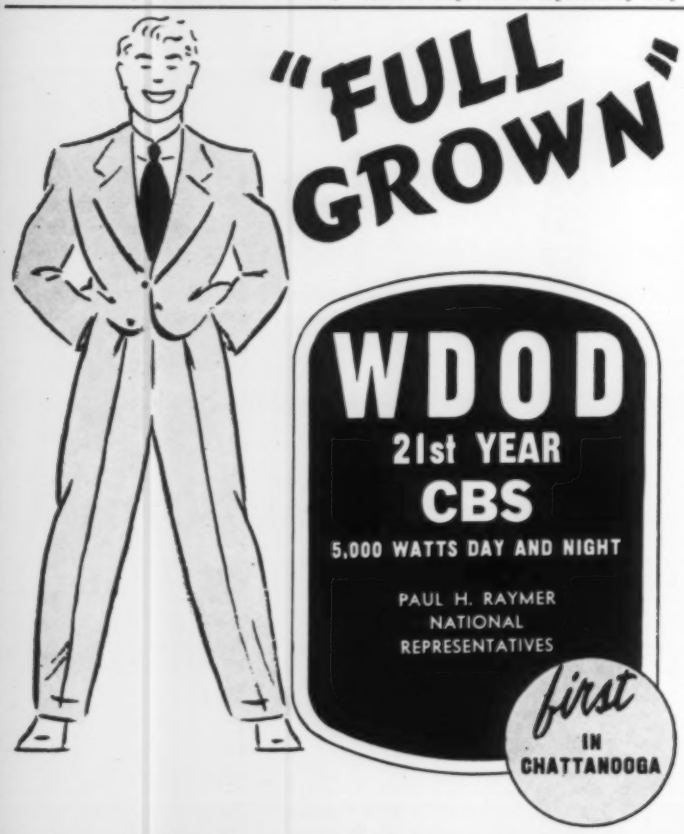
SOLON IS CHARGED WITH STATION 'DEAL'

CHARGES that a newspaper applicant for a new Orlando station supported Rep. Joe Hendricks (D-Fla.) in his renomination campaign, in return for promises of aid in securing a station grant, were before the FCC last week.

Col. Thomas S. Voss, defeated by Rep. Hendricks in the May primary, testified May 24 in a hearing on competing applications that Martin Andersen, publisher of Orlando Daily Newspapers Inc. (*Morning Sentinel* and *Reporter Star*), encouraged him to run but later told him he had made "a deal" to support Rep. Hendricks if Rep. Hendricks would help him get a station. He said the charges were published and, so far as he knew, never denied by Rep. Hendricks or Mr. Andersen.

Marcus Cohn, counsel for Orlando Daily Newspapers, introduced pre-election newspapers containing an editorial denying the charge and accusing Col. Voss of "a startling ignorance of Washington affairs and the manner in which radio stations are granted." Mr. Andersen, on the stand earlier, directly denied having told Col. Voss he would support him, and denied any deal with Rep. Hendricks. Col. Voss was put on stand by John F. Clagett, counsel for Frederick W. Mizer, former WQAM Miami commercial manager, now seeking 990 kc with 1 kw in Orlando. Orlando Daily Newspapers seeks 990 kc at Orlando with 10 kw day, 5 kw night.

KABC San Antonio, Tex., now opens and closes its broadcast day with "The Eyes of Texas." New sign on and off was selected when the station opened its 50 kw transmitter on 680 kc.



Proposals for Changes in International Telecommunications Convention Asked

PROPOSED REVISIONS of the Madrid International Telecommunications Convention have been sent to some 700 U. S. business men with requests that written comment be sent to the State Dept. no later than June 10, the State Dept. announced last week.

Radio regulation revisions probably will be mailed early this week, with a request that comments on them be filed with the State Dept. before June 17. All comments should be addressed to Harvey B. Otterman, assistant chief, Telecommunications Division, Dept. of State., Room 1113, 1818 H St., N. W., Washington 25, D. C.

Although the next World Telecommunications Conference probably will not be held until the spring of 1947, some quarters are urging that it be called for October this year. Mr. Otterman said, however, that many countries have not had time to prepare their proposals.

The World Telecommunications Conference will not be held until after the Moscow Convention.

American industry members will be asked to attend a meeting in Washington after submitting their written comments for discussion of all suggested changes and the final drafting of the Convention, according to a State Dept. letter accompanying the revised copy.

Meanwhile the FCC and State Dept. were prepared to take an active part in formulation of the North American Regional Broadcasting Engineering Committee at a meeting today (June 3) at Commission headquarters in Washington. Attending for the State Dept. was to be Mr. Otterman, with Comr. E. K. Jett, Chief Engineer George P. Adair and Virgil Simpson, assistant to the chief engineer, representing the FCC.

W. B. Smith will represent Canada and Hernandez Cata will be the Cuban delegate. No word had been received from Mexico last week.

$ WJHP... JACKSONVILLE

$ WCOA... PENSACOLA

$ WDLP... PANAMA CITY

$ WTMC... OCALA

Hurrrrr-y! Hurrrrrr-y! Hurrrrr-y! The biggest shows in town are about to start — and the parade of dollars that will march right into your clanging cash register will be proof enough of their popularity. WTMC, WJHP, WCOA, WDLP — the Florida Foursome of big-time stations — offer sensational talent, extravagant productions — nothing but the best to sell your product!

Represented Nationally by

JOHN H. PERRY ASSOCIATES

Wm. K. Dorman, Gen. Mgr., John H. Perry, Jr., Vice-Pres.

WCOA ★ WDLP ★ WTMC ★ WJHP

How Ya' Go 'em Down O

MR. T. J. KANGAS

Associate Professor of Agricultural Extention Information of the University of Maryland, conducts two regular fifteen-minute periods weekly.

JOHN A. ZUFALL
(Happy Johnny)

Farm Program Manager of WBAL, knows and is known to most farmers in this area. During his eight years on WBAL, he has made personal appearances before several hundred thousand each year.

HERBERT L. ALKIRE

Meteorologist, in charge of the Baltimore office of the U. S. Weather Bureau, Municipal airport. Alkaire presents the latest weather information over WBAL each morning.

ORGANIZATIONS CO-OPERATING WITH WBAL's FARM SERVICE

U. S. Dept. of Agriculture and its related agencies and departments.

Extension services of:
University of Maryland
University of West Virginia
University of Delaware
University of Virginia
Rutgers University
Penn State College

Other organizations

Md. State Horticultural Organization Society
Maryland Cooperative Milk Producers
Maryland State Bee Keepers Association
Maryland State Vegetable Grower's Association
Maryland Tobacco Grower's Association
Maryland Stockmen's Association
Maryland State Poultry Council
Maryland Horse Breeders Association
Southern State's Hillsboro-
Queen Anne's Marketing Cooperative
The American Foundation of Animal Health
Nursery Men's Association
Poultry and Egg National Board
American Veterinary Association
Maryland 4-H Clubs
Maryland State Grange
Maryland Farm Security Organization
Howard County Grange
Associated Women of the Md. Farm Bureau
Eastern Shore Farm and Home Laborsaving Show Organization

WBAL serves farmers in Maryla De and parts of Virginia and West Vi ia. the wealthiest agricultural counti t

WBAL, with its powerful 50,000 tt ers. And knows these farmers, too Kn preferences . . . the kind of progr t early morning and noon Farm Ser is ers day as feeding his chickens. "Ha Jo

Latest reports and surveys show that the p r this farm group will run into hundreds o lion building, live stock, household equipment ge

If you have a message for this farm g po medium. It is the basic advertising me o r

USE WBAL—*reach one of the we t areas in America.*

Nationally Represented by EDWARD P &

nna Reach
n The Farm?

ylan Delaware, Southern Pennsylvania, t Vnia. This area contains some of untie the United States.

000 tt voice is known to these farm- too Knows their problems and their rogr they want and like. WBAL's Ser is as much a part of this farm- "Ha Johnny" is like one of the family.

the p ar purchase and improvement plans of ds of lions of dollars . . . in farm equipment, ment general improvements.

n gr powerful 50,000 watt WBAL is your medi to reach farmers in this important area.

wee est farm

WBAL
NBC NETWORK
50,000 WATTS
BALTIMORE
1
ONE OF AMERICA'S GREAT RADIO STATIONS

PEY & CO.

WBAL FARM PROGRAMS INCLUDE

"MORNING ON THE FARM"
Daily, 5:45 to 6:30 a.m.
with T. J. Kangas of the University of Maryland, Galen Fromme and guests. Weather reports, farm briefs, news reports, market reports, bulletin board and music.

WEATHER REPORTS
Daily, 7:10 a.m.
Direct from the U. S. Weather Bureau at Municipal Airport.

"DINNER BELL"
Daily, 12:15 p.m.
With Jane Bastow, Food Economist of the University of Maryland (Each Thursday). Salute to Maryland counties (Each Tuesday). Daily farm briefs, market reports and music by Happy Johnny and his gang.

OTHER FEATURES:

MAN ON THE FARM — *Saturday, 12:15 p.m.* Presenting farm authorities and agricultural information.

HAPPY JOHNNY AND HIS GANG—*Saturday, 12:45 p.m.* Folk and popular music and humor.

NATIONAL BARN DANCE —*Saturday, 8 p.m.*

JUDY CANOVA—*Saturday, 9:00 p.m.*

GRAND OL' OPRY—*Saturday, 9:30 p.m.*

MISS JANE BASTOW

Food Economist, Univ. of Maryland, presents a consumer report of the week with suggestions to farm homemakers on present day food problems.

LOUIS C. UHL, JR.

Local representative of the Production, Marketing Administration of the U. S. Dept. of Agriculture. Prepares and presents latest livestock market quotations direct from the Union Stockyards in Baltimore. Appears on the "Dinner Bell" program, Monday thru Friday.

JOHN J. DICKMAN

Special Service Director of WBAL, works closely with the agriculturalists of Maryland and surrounding states to co-ordinate the many phases of farm information.

Editorial

Don't Laugh It Off

A POLITICAL year—even a normal one—is a headache for broadcasters. That has been so since radio became the prime electioneering medium. Now the crooners rather than the Claghorns woo the voters.

This year makes past campaigns child's play. The FCC has toughened the rules, so that each station must check the financial responsibility of each candidate for public office or spokesman in his behalf. The Republican National Committee has taken the FCC Blue Book as a campaigning text.

But the most potent ingredient in this year's political concoction is the OPA fight. Anti-OPA legislators charge—and not entirely without justification—that their opponents have dominated the choice time. They point out that not only the Porters and the Bowles, but most of the radio commentators, have hit the radio trail for OPA's extension. They contend they can't answer Pearson's or Winchell's Sunday night blasts with an unheralded 15-minute broadcast after 11 p. m. Tuesday. They claim (here we think without merit) that when Mr. Porter or Mr. Bowles wants time he gets it in choice listening hours. But not so with Congressional opponents.

Current strike conditions and resultant reactions from constituents have bred short Congressional tempers. Harsh words are being spoken. Anti-administration forces contend the administration is using radio as a new means of patronage dispensing (i.e., you used to get the postmaster's job, now you get the nod on a new station). They allege that Mr. Porter as the former chairman of the FCC, ostensibly on leave from the post, wields a powerful influence over stations and networks and therefore gets all the time he wants for his *cause celebre*, OPA. That, we think, is pure bunk, but politically it is an easy story to sell.

Let's face it; many influential members of Congress are irked. They feel they are being pushed around by commentators, principally several on ABC. They feel they are entitled to time—not just any time—but the precise time and the precise audience reached by those they regard as offenders. That an issue exists can't be laughed off. The solution should not be in legislation *requiring* stations to provide identical time for response. It should be through *voluntary* provision of acceptable time on those networks and those stations which give commentators their head.

Those station managements disposed to kiss off the problem by saying that these are abnormal times and that it will come out all right after the election should remember that there will be other crises and other political years.

We're for an immovable sustaining period *voluntarily* provided in peak time for networks which play with firebrands so the other side may be heard. It's logical, it's healthy and it's right.

Program Report: XII

THE FOLLOWING is from Part III, Section C of the FCC's *Report on the Public Service Responsibility of Broadcast Licensees:*

". . . but if broadcasters face the crucial problems of the post-war era with skill, fairness, and courage, there is no reason why broadcasting cannot play as important a role in our democracy hereafter as it has achieved during the war years."

Need we seek better evidence that broadcasters are competent to face this challenge than the call to the people, by President Truman, over the nation's broadcasting stations?

Can there be finer tribute to our free system of broadcasting and more deadly refutation of the Blue Book's unfair innuendo, than this circumstance in which America was mobilized against a national crisis?

Mobilized in two 15-minute broadcasts which brought aggression within our own nation to an abrupt halt. Mobilized by a man whose sentiments on free radio are well known.

Could you do this on any but a free radio? Would the words of the administration's leader be as unassailable on a medium subject, even in a degree, to administration control?

Certainly the President knew, when he turned to Congress, that the stakes were high. With courage, he accepted. He made only one hedge. He called on radio to carry his words to the people. He did so by design, issuing no pre-release of his remarks; he set out to BUILD an audience. He did and he won.

If there is a man in this nation, competent to judge the peril in which we stood, who would destroy radio for excesses outlined by the FCC in the face of what happened May 25, he should call up his motives for review.

And the FCC, having observed the competency of American broadcasters to meet "crucial problems of the post-war era with skill, fairness, and courage" should, in its wisdom, quietly buy back all of the Blue Books.

We acknowledge that there are some excesses on American radio which must be corrected. There also is an abundance of democracy.

UN Radio Ban

MOST of the world's diplomats have lately seemed to regard Franco's Spain as a particularly irritating louse on the international body politic. Too bashful to scratch it in polite society, they have kept wishing it would go away. It would not, therefore, have come as a great surprise if the subcommittee appointed by the United Nations Security Council to investigate Spain had taken its unwanted itch into the privacy of executive session.

But its decision, compounded in the distress of social nervousness, to expose the infestation to a selected audience—the press—while prohibiting its active scratching to be broadcast by radio constitutes a metaphysical balancing act which, it is to be hoped, can end only in a prat-fall. There is, happily, evidence that reason has not permanently deserted other elements of the UN.

It is discouragingly apparent, however, that in the action of the five-man subcommittee there is a suggestion of precedent. Broadcasters, it would seem, had better take pains to notify the UN that whenever a delousing is scheduled, everybody ought to be invited to the show.

Our Respects To —

WENDELL BAKER CAMPBELL

FROM spectator at an audience participation show in Cincinnati to general sales manager of KMOX, CBS owned and operated station in St. Louis in less than five years is, in radio vernacular, "quite a production." And that's the record of Wendell B. Campbell.

Mr. Campbell is now general manager of KMOX, another step up the CBS ladder which he has ascended with the agility of a fireman at a four-alarm blaze. But back in 1938, he was, among other things, manager of the Domestic Arts Guild of Cincinnati. When WKRC, then owned and operated by CBS, originated its famous *Meet the Missus* program from the Guild, Mr. Campbell was so impressed he voiced his enthusiasm for radio to J. Kelly Smith, who was general manager of CBS Radio Sales. Mr. Smith was likewise impressed and urged the Cincinnati businessman to try his hand at radio sales.

His experience prior to joining CBS included real estate brokerage, manager of an office building, and investment counselor. In these capacities he was well qualified to make friends and influence sponsors, a CBS prerequisite. Another factor that prompted Mr. Smith to offer Mr. Campbell a post with CBS Radio Sales was the latter's outlook on life as a personal challenge, a contest to be met with unbounded effort and an eagerness to make more than just a job out of any assignment.

This philosophy has paid off real dividends for Mr. Campbell.

After three years and eight months as a salesman in the Chicago office of CBS Radio Sales, Mr. Campbell was made western manager. His next promotion came four months later when he was promoted to general sales manager of KMOX. Assistant managership of the station was added to his duties in November 1944. One year later, when Frank Falknor moved from his position as general manager of KMOX to assistant to H. Leslie Atlass, vice president in charge of CBS Central Division and general manager of WBBM Chicago, Wendell Campbell moved into Mr. Falknor's office, where he can be found daily from 9 until 5 and frequently far into the night.

Born in Cincinnati, Mr. Campbell spent most of his time in that city until moving to Chicago where he lived from 1938 until 1942. He attended Cincinnati grade school, went on to Culver Military Academy, graduating in 1930, and immediately entered the business

(*Continued on page 52*)

Beginning July 1st

THE NEW YORK TIMES NEWS BULLETINS

will be broadcast

EVERY HOUR ON THE HOUR

exclusively over

WQXR

from 7 AM to Midnight

Now the discriminating WQXR audience of more than half a million New York families will have the best in news bulletin service as well as the best in music.

The Radio Station of

The New York Times

Respects

(*Continued from page 50*)

world, inspired somewhat by the number of Phi Beta Kappa keys that were becoming a drug on the market as a result of the depression.

In 1932 Mr. Campbell married Miss Elizabeth Schlenck, a childhood sweetheart, and today the Campbells have three lovely daughters, Paula, 11; Happy, 8; and Beth, 3 months. The littlest Campbell is named after the wife of J. Kelly Smith, Wendell's former boss and best friend.

Mr. Campbell finds time to enjoy the activities of the Advertising Club of St. Louis, the St. Louis Chamber of Commerce, Missouri Athletic Club, and Kiwanis. He is also chairman of the Sales Managers Committee, 10th NAB District, and on the advisory committee of the Radio Council of St. Louis.

Despite the time consumed by these activities and the duties connected with running a network key station, Mr. Campbell manages to find time for relaxation with his two greatest hobbies—his family and his golf.

Few people who have been in a city the size of St. Louis for such a brief period can claim a wider circle of friends than Mr. Campbell. This is due, according to those who work closely with him, to his ability to remember names as well as faces and to an interest in the activities of his community. No one has to make a second appointment to see him, whatever the problem may be, and no local cause is so obscure that he will not give it serious consideration.

One of the youngest executives in a network famous for its youthful leaders, Mr. Campbell is looked upon by CBS as a man with a future.

H. C. COBB NAMED MANAGER OF WBRC

HOWELL C. COBB, secretary of WBRC Birmingham, Ala., has been named station manager, filling the position made vacant by the death of John M. Connolly, April 29.

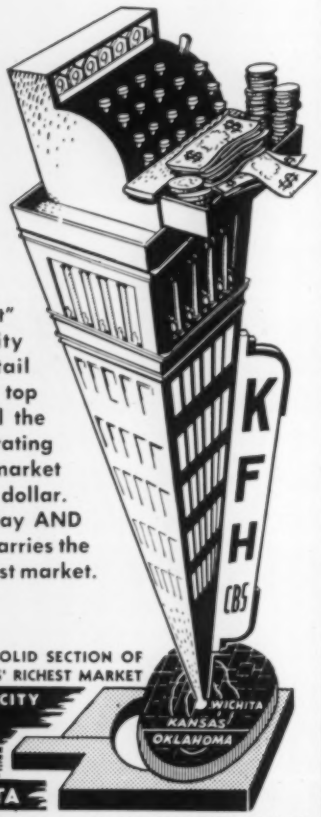
Mr. Cobb

Mr. Cobb has been with WBRC since its organization in 1928 and during that time has served as auditor, and more recently as secretary.

Mr. Cobb has been a certified public accountant since 1926. He is a member of the American Legion, having served in the Marines in World War I, and is a member of the Elks Club.

KFOX Long Beach, Calif., is remodelling present quarters at 220 E. Anaheim St.

ON TOP!



WICHITA is the "High Spot" again — the nation's top city in Sales Management's Retail Sales Index. Repeatedly the top city during the war and still the leading city today, Wichita's rating of 347.7 is proof this rich market produces for the advertiser's dollar. Wichita stands by to listen day AND night to KFH, the station that carries the top programs for Kansas' richest market.

* *First 4 months, 1946*

THAT SOLID SECTION OF KANSAS' RICHEST MARKET

WICHITA IS A HOOPERATED CITY

KFH

WICHITA

CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

MANAGEMENT

WALTER K. McCREERY, for more than 20 years identified with Southern California radio, and partner of Smith, Bull and McCreery, Hollywood agency, has been elected to the board of directors of Granite District Radio Broadcasting Co., operator of KNAK Salt Lake City. I. A. SMOOT, postmaster of Salt Lake City, has also been elected to station's board of directors.

JOHN F. ROYAL, NBC vice president in charge of television, following FCC television hearings in Los Angeles, flew to Mexico City on May 26 on combined business and vacation. He will check relations with network Mexican affiliate, the Pan-American Broadcasting Co. which operates a 16-station chain in that country.

PAUL WAGNER, general manager of WPAY Portsmouth, Ohio, has resumed his civic activities following recovery from major operation in November 1945. Member of the board of directors of the Portsmouth Chamber of Commerce, with the Civic Music Concert group and chairman of the Flag Day committee, he is active in Portsmouth affairs.

A. E. JOSCELYN, general manager of WCCO Minneapolis, has been named a member of the advisory committee for the Association of Women's Directors of the NAB. Also on committee is BEN BAYLOR Jr., commercial manager of WMAL Washington; A. N. ARMSTRONG Jr., general manager of WCOP Boston, and JOHN McNEIL, general manager of WJZ New York.

LT. COL. JACK HARRIS, who leaves active Army duty to become associate manager of WSM Nashville, Tenn. [BROADCASTING, May 20], becomes full colonel in reserve July 4, when terminal leave expires.

MASON DIXON, program director of KICD Spencer, Iowa, has been appointed assistant manager of the station in addition to his present duties.

JAMES W. GRIFFITH, general manager of KADA Ada, Okla., is the father of a girl.

GORDON GRAY, vice president and general manager of KOIL Omaha, has been named to a special citizens committee to study problems of the Omaha school system. Committee will work in conjunction with the Omaha School Board in an effort to improve facilities and instruction methods.

IRVING E. ROGERS, general manager of WLAW Lawrence, Mass., and publisher of the Eagle-Tribune, has been reelected to the board of governors of the New England Daily Newspaper Assn.

NILES TRAMMELL, NBC president, has been awarded U. S. Treasury Dept. Silver Medal for outstanding contribution to the war and victory loan campaigns.

RALPH SNELGROVE, manager of CFOS Owen Sound, Ont., is the father of a boy.

COREY THOMPSON, former Montreal freelancer, has been appointed manager of CKVL Verdun, Que., new station assigned 990 kc with 1 kw. Station expects to be on the air by end of year. Licensee, JACK TIETOLMAN, Montreal, has purchased two top floors of Woodall Bldg., Verdun, to house station. H. N. Stovin & Co. will represent CKVL in Toronto and Winnipeg.

ROBERT THOMAS, for two years commanding officer of AFRS San Francisco, has returned to WJAG Norfolk, Neb., as assistant manager.

NBC Promotion Meet

THIRD annual promotion meeting of NBC owned and operated station's promotion managers will be held in New York City June 5-7. Group, to be welcomed by Charles P. Hammond, NBC director of advertising and promotion, and Arthur L. Forrest, co-ordinator of promotion for NBC O & O stations, is Charles Philips, WEAF New York; James Seiler, WRC Washington; Howard Barton, WTAM Cleveland; Emmons Carlson, WMAQ Chicago; Randy Smith, KOA Denver; Bob McAndrews, NBC western division, Hollywood. David Lasley, KPO San Francisco, will be unable to attend.

Upcoming

June 3: NARBA Engineering Committee Meeting, FCC Hqtrs., Washington.

June 3: FCC Hearings on Chicago FM Applications, 228 North LaSalle St., Chicago.

June 3: FCC Hearings on New York Television Applications, FCC Hqtrs., Washington.

June 3: Indiana Assn. of Broadcasters, Columbia Club, Indianapolis.

June 3-5: Second Annual Regional Clinic, CBS Western Division Stations, Hollywood.

June 4-Aug. 3: Fourth Annual Summer Radio Institute, conducted by NBC Hollywood and U.C.L.A.

June 5: Meeting of Public Advisory Committee of the Advertising Council, Waldorf-Astoria Hotel, New York.

June 5-7: NAB Sales Managers Executive Committee, Hotel Statler, Washington.

June 5-7: Third Annual Meeting, NBC O&O Promotion Managers, New York.

June 6-7: NBC Central Area Affiliates Meeting for Program and Production Managers, Chicago.

June 11: MBS Board of Directors, Quarterly Meeting, New York.

June 11-13: 22d Annual Convention, Radio Manufacturers Assn., Stevens Hotel, Chicago.

June 12: American Television Society, Annual Awards Meeting, Barbizon Plaza Hotel, New York.

June 15-16: Annual Conference, 1st District NAB Women Directors, Hotel Wentworth-by-the-Sea, Portsmouth, N. H.

June 20-22: National Industrial Advertisers Assn. Convention, Hotel Claridge, Atlantic City, N. J.

June 24-28: Pacific Advertising Assn., Annual Convention, Spokane, Wash.

(FCC Hearing Schedule This Week, see (FCC Actions Page 86)

Program Policy

LIMITING station breaks to 15 seconds and commercial portions of one minute announcements to 50 seconds, WLW Cincinnati under new nighttime announcement policy includes public service feature in each announcement such as time signal or weather report.

"I bumped it under the radio—it's the WFDF Flint mystery, you know."

WBEN

has nation's highest McCarthy rating

"We mowed 'em down, so help us!"

The Billboard, in its April 20, 1946, issue says: "WBEN Connects"

"Station WBEN ran into the spotlight last year, with top ratings on Bob Hope and Bing Crosby. It's in the spotlight again. With Hope and with Crosby it delivers a sock audience but not No. 1 for Der Bingel. They love Edgar Bergen and his wooden heads up on the border. And they love Fred Allen, Mr. D. A., Jack Haley, Cass Daley and John Charles Thomas also."

Highest Hooper rating in the country for Edgar Bergen, second highest for Fred Allen, Bing Crosby, Mr. D. A. and Jack Haley, and third highest for Cass Daley and J. C. Thomas is proof conclusive that WBEN is an "Audience-Delivering" station! And WBEN produces comparable high ratings for local programming for both national spot and local advertisers.

Thousands of Western New Yorkers and Canadians rely upon WBEN for sparkling shows and reliable news. WBEN DELIVERS!

NBC

WBEN

THE BUFFALO EVENING NEWS STATION

BUFFALO 2, N. Y.

REPRESENTED NATIONALLY by

EDWARD PETRY & CO.

Quoting The Billboard again, here's the way they dialed in Buffalo:

PROGRAM	NATIONAL RATING	CITY HOOPER	BONUS POINTS	RANK
Edgar Bergen	27.2	38.6	11.4	1
Fred Allen	24.1	30.0	5.9	2
Bing Crosby	21.7	31.1	9.4	2
Mr. D. A.	20.8	29.5	8.7	2
Jack Haley	18.0	24.7	6.7	2
Cass Daley	16.3	24.6	8.3	3
J. C. Thomas	10.3	12.7	2.4	3

EVEN A G. I. WOULD LIKE THOSE BONUS POINTS

IN CANADA
WINNIPEG
is a "MUST" buy
Men Who Know
select
REPRESENTATIVE - WEED & CO.

WSLI
JACKSON
MISSISSIPPI
Alligator, Mississippi
This is a fine community in Bolivar County, but for a real bull of a market concentrate your advertising in JACKSON — metropolitan center of Hinds County, where the value of livestock has increased 97.5% in the last ten years.
WSLI—the "Double-Return" station, offers you maximum coverage of this market—at less cost!
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

FAMILY
WIBW HAS BEEN A FARM STATION FOR 20 YEARS. WE SELL KANSAS AND ADJOINING STATES BECAUSE WE'VE SERVED THEM WELL. WE'RE ONE OF THE FAMILY.
WIBW The Voice of Kansas in TOPEKA

Four Additional Grants for Standard Stations Announced by Commission

FOUR additional grants for new standard stations, authorized by the FCC on May 24, were announced last week. With the 13 announced on the day of the meeting [BROADCASTING, May 27], they brought the day's total to a near-record 17.

A third grant for N. Joe Rahall and three members of his family, all World War II veterans, was provided in authorization for daytime use of 1580 kc with 1 kw at Allentown, Pa. The Rahalls previously had received grants for a daytime station at Norristown, Pa., with 500 w on 1110 kc and a fulltime outlet at Beckley, W. Va., with 250 w on 1450 kc [BROADCASTING, March 18].

President and 25% owner of Tallahassee (Fla.) Appliance Corp., whose grant for 1450 kc with 250 w fulltime at Tallahassee was announced May 24, is Frank W. Pepper, brother of Sen. Claude Pepper (D-Fla.).

Principals Involved

Grants announced last week covered construction costs totaling approximately $57,000. They were:

Allentown, Pa.—Allentown Broadcasting Co. 1580 kc 1 kw daytime. Partnership: N. Joe Rahall, associated with clothing, publishing and transit businesses; Sam G. Rahall, clothing store manager; Farris E. and Dean F. Rahall, engineers. Granted May 24.

Charleston, S. C.—Charleston Broadcasting Co. 1340 kc 250 w fulltime. Principals: Harry J. O'Neill, partner in Heyward & O'Neill (insurance) and president of Economy Oil Co., Charleston, president, 20%; Julian Mitchell Jr., Charleston attorney, vice president, 8%; W. R. Ringson, manager of WRDW Augusta, Ga., secretary-treasurer, 20%; S. Lewis Johnson, president of Johnson & Johnson Inc. (insurance), Charleston, 10%; Julian Mitchell Sr., attorney, president and board chairman of S. C. National Bank of Charleston, 2%; Frederick G. Storey, executive of several Atlanta theatres, 10%; George L. Bagby, partner in S. L. Bagby Co. (electrical and automotive business), Charlotte, N. C., 10%. Granted May 24.

Troy, Ala.—Troy Broadcasting Corp. 1490 kc 250 w fulltime. Principals (equal interests): J. R. Crow, Troy businessman, president; B. R. McBryde, drug store owner, vice president; E. C. Orme, engineer, secretary-treasurer. Granted May 24.

Mattoon, Ill.—Mattoon Broadcasting Co. 1170 kc 250 w daytime. J. R. Livesay, formerly with WDZ Tuscola, Ill., president-treasurer, 50 2/3%; R. D. Bills, half owner of bakery, secretary, 24 2/3%; L. Paul Harris, retail furniture dealer, vice president, 24 2/3%. Granted May 24.

Alaska Radio Plans Common Carriers

Privately-Owned System Plans Far-Flung Transmissions

EVENTUAL transmission of broadcasts by common carrier in Alaska, thereby providing radio service to the northernmost Territory, is planned by Alaska Radio Inc., first privately-owned communications system in the Territory, it was learned last week.

Until AR was authorized by the FCC, Alaska had been served by Army Communications, which was set up primarily for military purposes some 40 years ago. The Army system still maintains trunkline facilities which are available to the public when military commitments permit.

Alaska Radio started two years ago when three young men, Henry Perozzo, D. Sherman Starr and Edgar P. Odenwalder, saw the need of a private communications service. Immediate aim of the new firm is to link Alaska's small communities with trade centers and provide service between those centers and the U. S. proper.

Headquarters offices were established in Anchorage with a Washington office at 1200 16th St., N. W. Former Gov. Norman S. Case of Rhode Island, who retired last June as a member of the FCC, is counsel for Alaska Radio.

Plans have been completed to establish an intra-Alaska radiotelephone system between seven key areas where Army Communications has no facilities. These are Juneau, Anchorage, Fairbanks, McGrath, Kodiak, Homer and Cordova. In addition to point-to-point communications, AR will be used to relay commercial station broadcasts in the absence of land lines and for press wire service. To assure privacy the company has installed scrambling devices in all its equipment.

RADIO AIDS PRESS IN PHILLY STRIKE

THE STRIKE of drivers of three of four Philadelphia dailies continued for the second week, and Philadelphia radio stations have maintained their original policies of aiding the public, the papers, and the advertisers.

The number of spot news announcements have increased during the strike. The newspapers, although owning their own stations, are using all Philadelphia stations to insure the reception of news.

The *Philadelphia Record* is advertising daily on its front page the *Shopping With Jane* program on WCAU Philadelphia, which program broadcasts the messages contained in the ads in the *Record*. Some of the town's leading stores have scheduled their own programs.

KYW Philadelphia is offering, as a public service, during the newspaper delivery strike, a reading of the comics from the three strike-bound dailies. This feature is proving so popular that more permanent arrangements may be made by the papers and KYW after the strike is settled.

Virtually all available time has been purchased on Philadelphia stations during the strike.

WCBI Columbus, WELO Tupelo and WMOX Meridian, Miss., have added 24-hour Press Assn. radio news wire. All three also have added World Broadcasting System library service and have acquired new wire recorders for special events work.

COMMERCIAL

PETER BROOKS, released from the Army as a lieutenant colonel after six years service, has joined the commercial department of KIDO Boise, Idaho as account executive. **JOHN A. CASSTEVENS**, KIDO account executive, has resigned effective June 15 to assume ownership of a wholesale firm in Boise.

MICHAEL SWEENEY, account executive with ABC Spot Sales Dept., is the father of a girl, Marcia.

WILLIAM E. TODD, former contact man for Adaskin Productions, Toronto, on Colgate-Palmolive-Peet "Happy Gang" daily noon-hour program, has joined the sales staff of H. N. Stovin & Co., Toronto. **MAGNUS THOR**, released from RCAF after overseas service in ETO, also has been named to the sales staff of H. N. Stovin Co. Before the war he had been with Peak Radio Productions, Montreal.

Mr. Thor

Mr. Todd

CARL P. BODNER, former announcer at WPAY Portsmouth, Ohio, has joined station's sales staff to take over accounts formerly handled by **WILLIAM W. BIERLEY**, who resigned to enter business for himself.

LOUISE PACKHAM, formerly with the program department of KSCJ Sioux City, has been named traffic manager of KICD Spencer, Iowa.

LARRY SURLES, sales manager of the cooperative program sales department of ABC, is the father of a boy.

JAMES E. DONNELLY Jr., former captain in the Army and before that in the television department of RCA New York, has joined the sales department of WHN New York.

ARNOLD SWANSON, formerly of CKCO Ottawa, has joined the commercial department of CKEY Toronto.

BETTY LOU BRAUND has been appointed assistant traffic manager of CHEX Peterborough, Ont.

FRANCES JOY, traffic manager of CJKL Kirkland Lake, Ont., is to be married to William Tripp in June.

ALEX ROBB, manager of NBC Western Division package sales, is confined to his home with aggravated ulcer condition.

Sound Equipment Line Put on Market by RCA

FULL LINE of low cost sound equipment for classrooms, night clubs, concert halls and other small establishments has been announced by RCA's Engineering Products Dept. Equipment is designed for over-the-counter sale and includes microphones, amplifiers, speakers and baffles. Other items are automatic and manual record changers, portable sound systems, horns and a portable disc-recorder and playback unit.

The line features microphones suitable for every type of broadcast and a 25 w amplifier, weighing 35 pounds. Turntables in the packaged units feature the "feather touch" crystal pick-up, and one model has a mechanism which cuts off the power when the tone arm returns to the rest position after the last recordings are completed, according to RCA.

Corpus Christi's yacht basins can accommodate 300 pleasure craft along 3,000 lineal feet of wharf space.

The Doorway to a 460 *Million Dollar* Market!

Corpus Christi, a modern city of over 110,000 people, lies along the western and southern shores of crescent-shaped Corpus Christi Bay—the cactus-covered plains of yesterday are now fertile farms, producing in a climate nothing less than superb. Oil flows from 13,000 wells, all within a few hours ride of Corpus Christi. From the city's modern harbor ocean-going freighters journey to the ports of the world. The industrial era is under way. Progress is on every hand! To reach this thriving market — KEYS, of course—the station folks in this area listen to—your CBS outlet in a 460 million dollar market!

COLUMBIA ★ BROADCASTING ★ SYSTEM

KEYS

AFFILIATED WITH TAYLOR HOWE SNOWDEN Radio Sales

YOUR DIRECT COURSE TO A FABULOUS TEXAS MARKET

250 watts **1490 kc**

Corpus Christi, Texas

Hon. Quincy Howe
Columbia Broadcasting System
New York City

Dear Quincy:

This is just a short note to tell you I'm awful sorry I missed you when on your trip to Charleston a couple of weeks ago. The boys were telling me all about the fine talk you gave at the WCHS dinner for the county school principals. They said that the folks at the dinner sure learned a lot from your talk about the United Nations, but I'll bet it kind of opened your eyes to learn about the way we've been promoting the "School of the Air" down here. Harry Brawley tells me that our Hooper on this show is 11.7, while nationally it's only 3.0. . . . I reckon the difference lies in that extra effort we put into promoting the program. I also heard you were a baseball fan, so you'll know what I mean when I say, we're battin' a 1.000!

Yrs.

Algy

WCHS

Charleston, W. Va.

Soon!

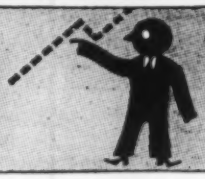
will cover ALL NEW ENGLAND with 50,000 watts ON 680 KILOCYCLES

. . . already a vital sales influence in Industrial New England. SOON offering blanket coverage of this six-state market. Better check availabilities.

WLAW, Lawrence, Mass.
Basic Station
American Broadcasting Co.

NATIONAL REPRESENTATIVES:
WEED & CO.

AGENCIES



NORMAN RUNIONS, former producer of "Mail Call" and other AFRS programs, and prior to Army service program director of KIRO Seattle, has been appointed radio director of George C. Hoskin Assoc., Hollywood, a new post. **KAY GIBBS**, formerly of Ward-Wheelock Co., Hollywood, has joined agency as assistant to Mr. Runions.

RUTH JOHNSON, space and timebuyer of Raymond R. Morgan Co., Hollywood has taken on additional duties of office manager.

BYRON BROWN, formerly with sales division of Earle E. Brown Organization, Los Angeles (frozen foods equipment), and prior to war service account executive of The McCarty Co., Los Angeles, has joined Western Adv., that city, in similar capacity.

GLEN E. SHEARS, formerly with Dancer-Fitzgerald-Sample and Blackett-Sample - Hummert, has joined Hill Blackett & Co., Chicago, as senior member of the plan and creative staff.

Mr. Shears

JOHN A. GARBER, former advertising manager of Strawbridge and Clothier, Philadelphia, before three years of service in the Navy, has joined Al Paul Lefton Co., Philadelphia, to handle special copy and merchandising activities.

TOM McNAMARA, account executive of Knollin Adv., San Francisco, has won for the third time the annual award of the Ross Valley Players, Marin County, Calif., amateur theatrical group.

S. R. LEON Co., New York, has moved into larger quarters at 1 Madison Ave., New York.

MARIO G. LETTICH, released from the Naval air corps, and **ELSIE J. MORCOM**, formerly with the American Embassy in Mexico City, have joined McCann-Erickson, San Juan, P. R.

WALLACE M. KUNKEL, formerly in the promotion department of The American Magazine, has joined the copy staff of M. H. Hackett Adv., New York.

DAVE TITUS, producer of Young & Rubicam, Hollywood, has resigned to freelance.

DONALD W. CONKLIN, for three years with the Eighth Air Force overseas, has joined the copy staff of Hanly, Hicks and Montgomery, New York.

SIMON A. GOLDSMITH, former captain in the AAF, has rejoined Reiss Adv., New York, in charge of media and radio.

WESLEY CRIST, account executive of Barnes Chase Co., Los Angeles, has shifted to The Essig Co. in similar capacity.

TED GAILEY, partner of Glasser-Gailey & Co., Los Angeles, and **W. H. RAGSDALE**, general manager of Bu-Tay Products (Rain Drops—detergent), in an extensive promotional campaign for the product, are on an eight week national tour contacting dealers and distributors.

BETTY DELANEY, traffic manager of Allied Advertising Agencies., Los Angeles, and Edward Garnett are to be married July 6.

BILL WELSH, general production manager of Allied Advertising Agencies, Los Angeles, is in Seattle for seven days to discuss fall and winter radio advertising plans with Pacific Northwest clients.

NATHANIEL KANRICH, former lieutenant in the Navy, has joined Hirshon-Garfield, New York, as assistant to the president.

HAROLD J. SIEGEL has returned to the media department of Charles M. Storm Co., New York, after 2½ years of service in the Army.

SHIRLEY WOODELL of the international department of J. Walter Thompson Co. was to leave June 1 on a trip to Cuba, Haiti, Dominican Republic, Puerto Rico, Venezuela, Central America and Mexico.

BILL KITAY, former publicity director of Basch Radio Productions, New York, and for four years veterans affairs editor of the Toledo (Ohio) Blade, has been named publicity director of Allen Miller Agency, Toledo.

SHELDON RITTER, released from the Army and formerly with J. Walter Thompson Co., has opened new agency, Sheldon Ritter Co., at 220 Fifth Ave., New York.

JAMES L. BRESLOV, formerly with Lord and Thomas, Young and Rubicam and William Esty & Co., has been appointed director of copy at Owen and Chappell, New York. During the war he was engaged in intelligence work for the State Dept. and OSS.

RAYMOND K. SQUIBB, released from the Navy, has joined the sales staff of Marsh Agencies, Seattle. He has been in radio, radio parts and electronics field since 1926.

ALVINA VOGEL, formerly at WIP Philadelphia, joins Strauss Assoc., Philadelphia.

LT. COL. PAUL T. MARKMAN, account executive of BBDO New York, has received the Legion of Merit from the AAF for "exceptionally meritorious conduct in the performance of outstanding service." Before entering the service, Colonel Markman was vice president of Beaumont and Hohman, Kansas City.

THOMAS K. CARPENTER Jr., former account executive with Young and Rubicam, New York, has joined Kenyon and Eckhardt, New York, as radio continuity editor.

DORIS MITCHELL of Kenyon and Eckhardt, New York, publicity department, has resigned.

JAMES HOLLAND KNOX, released from the Marine Corps, has been added to Kenyon and Eckhardt, New York, production staff as assistant producer of The Borden Co. "County Fair" series on CBS.

NEALE ADVERTISING ASSOC., new Los Angeles agency, is headquartered at 307 S. Hill St. Telephone is Michigan 2149. **EDWARD G. NEALE**, for several years account executive of The Mayers Co., Los Angeles, heads new firm. **GERTRUDE STARK**, radio director of The Mayers Co. for past three years, is manager and space-time buyer. Accounts include Food Machinery Corp., Riverside, Calif.; Kendall Dog Food Co., Los Angeles; G. C. Breidert Co., Los Angeles (industrial machinery); Precision Specialties, Los Angeles (radio receiver sets, plastic items).

BRISACHER, VAN NORDEN & STAFF, Pacific Coast agency, moves Los Angeles offices to 403 W. 8th St., and will utilize entire twelfth floor of building starting June 1. **R. T. NORDEN** is vice president and partner in charge of Southern California operations.

THOMAS AXELSON, vice president of R. T. Harris Agency, Salt Lake City, has been elected president of the Salt Lake Advertising Club. He one time had been with KSL Salt Lake City.

LEONARD MOSS, discharged from the Army, has joined Moss and Arnold Co., New York, as assistant manager of the production and media departments.

PAUL P. PETROCINE, former production manager of Charles M. Storm Co., New York, has joined Baker & Hosking, New York, as production manager.

MARTIN RIFKIN, formerly of Hirshon-Garfield, New York, has joined Lancaster Adv., New York, as production manager.

Aid Famine Relief

SEVERAL school cafeterias of Washington, D. C., have started food saving measures as the result of suggestions made by representatives of their student bodies who have appeared on the WTOP Washington "Youth Takes a Stand" program, presently campaigning in behalf of the famine relief drive.

New York Decline In May Listening

Audience for News Programs Holds Customary Level

RADIO listening in the New York area for May continued the downward trend that began last March, according to a Pulse survey. Although it is .5% below the 1945 level for the same period, this can be discounted to some degree because the last year survey included several days prior to V-E day. Average quarter hour sets-in-use this May had a rating of 24.8 as against a May, 1945 rating of 25.3.

Local news program listening, before, during and after the war, based on a survey of 12 "old line" programs seems to be maintaining a customary average. These programs are on the networks Monday-Friday between 7:30 a.m. and 11:15 p.m.

Benny-Winchell Tied

Pulse reported that Jack Benny and Walter Winchell tied for top honors in the May evening field with ratings of 25.7 each. Charlie McCarthy had 25.0; *Lux Radio Theatre* 24.3; *Mr. District Attorney* 22.7; Fred Allen 22.3; Bob Hope 21.0; Eddie Cantor 20.7; *Fibber McGee & Molly*, 20.3 and *Kraft Music Hall* 17.7. On the day side, Kate Smith rated 6.8 with *Life Can Be Beautiful* running close with 6.6; *Big Sister* was 6.5 to tie *Breakfast in Hollywood*; *Helen Trent* and *Our Gal Sunday* each received 6.1 ratings; *Bachelors Children* 6.0; *Aunt Jenny* 5.9 and *When a Girl Marries* and *Portia Faces Life* tied with 5.7.

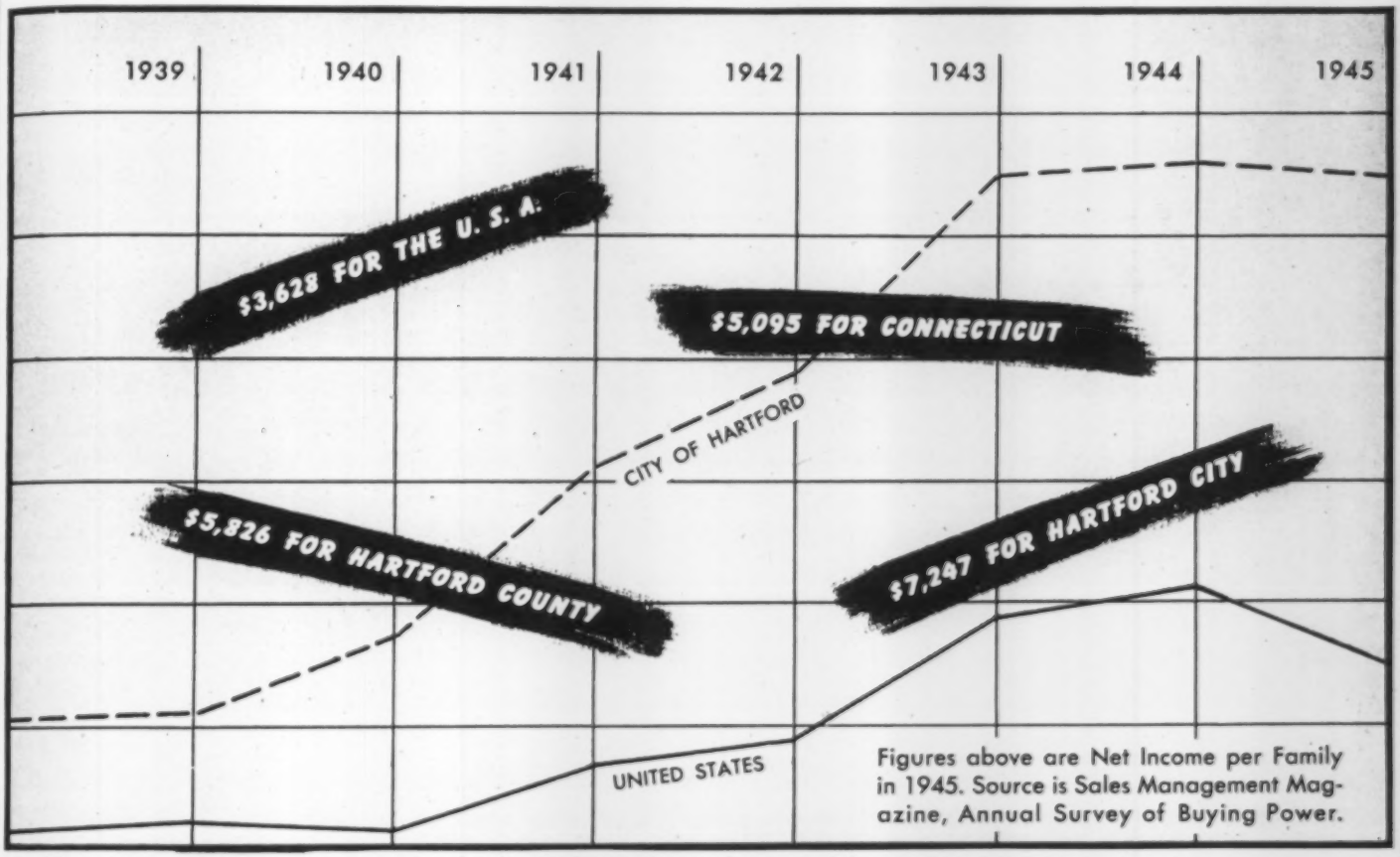
Saturday and Sunday daytime shows for May saw *Counterspy* ahead with 10.3, and *The Shadow* with 7.7; there was a three-way tie for third place among the *Family Hour*, *Stars Over Hollywood* and *Theatre of Today* at 6.7 with a 6.3 rating going to the *Billie Burke Show*, *Grand Central Station*, *Children's Hour*, *Electric Hour* and the Chicago-Yankee baseball series.

Harrison on KOMA

WALTER M. HARRISON, former president of the American Society of Newspaper Editors has started on KOMA Oklahoma City as commentator. Broadcasts, titled *Walter M. Harrison's Newspaper of the Air*, analyze local and national news and are heard Monday through Thursday, 9:30 p. m. Mr. Harrison formerly conducted a morning show of poetry and literary comment on WKY Oklahoma City. From 1916 until he entered the armed forces in World War II, he was managing editor of both the *Oklahoma City Times* and the *Daily Oklahoman*. He was a lieutenant colonel when he left the service a few months ago.

CKOC Hamilton, Ont., has started originating its news and sportscasts from a department store window in the business section of the city five times daily.

ARE FIGURES *Interesting?* - YOU BET!



Figures above are Net Income per Family in 1945. Source is Sales Management Magazine, Annual Survey of Buying Power.

Again CONNECTICUT LEADS ALL 48 STATES

Market-wise, three of last year's figures on Net Income per Family are worth your attention. 1) Connecticut again leads all 48 states, with $5,095. 2) Hartford County is again Connecticut's Major Market, with $5,826. 3) Hartford City again betters the average for the country almost 2-to-1, with $7,247. Unquestionably, WDRC covers one of the country's richest markets. You can *connect in Connecticut* by using WDRC, Basic Columbia Station for this area.

COVERAGE 2 PROGRAMS GET ALL 3 ON WDRC 1 RATE 3

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

BASIC CBS

KFMB
Sells
SAN DIEGO

San Diego's metropolitan area now has a population of 465,720* . . . all of whom live within a radius of 15 miles of the KFMB antenna. This market is yours on KFMB because you sell "from within".
* Increase of 209,352 since 1940.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

PRODUCTION

FRANCIS COUGHLIN, member of the continuity staff of WGN Chicago for 13 years, has been appointed continuity editor succeeding **WILLIAM FISHER** who joined Swift & Co., Chicago, media department. **BUCKINGHAM GUNN**, WGN program director, has been named radio consultant of International Council of Religious Education and radio advisor on Chicago YMCA public relations committee.

JOHN W. McKEE Jr., released from the Coast Guard after three and a half years of service in the Atlantic and Pacific, has been added to the announcing staff of WSAV Savannah, Ga. He had been with WTMA Charleston, S. C.

BOB HANES, formerly with WGY Schenectady, has joined KALL Salt Lake City as announcer and classical programs producer.

LILA LYNN, formerly of KORN Fremont, Neb., joins the continuity staff of KTRI Sioux City, Iowa.

JACKSON LOWE, program m.c. at WWDC Washington, June 1 was to marry Shirley Rosenberg of Brookline, Mass.

BOB BIGHAM, announcer at WIP Philadelphia, has resigned.

JULIAN SKINNEL, night supervisor of WIP Philadelphia, has resigned because of illness.

DICK WALL, program manager for an AFRS Jungle Network station in the Pacific during the war, and **BILL WAGNER**, chief announcer for AFN-Munich, have joined the announcing staff of KBIZ Ottumwa, Iowa.

JIMMY DURANTE and **GARRY MOORE**, stars of the CBS half hour show sponsored by United Rexall Drug Co., will appear before the Rexall dealers of Cleveland on June 3.

RITA HACKETT, hostess of "Crossroads Cafe" on WLW Cincinnati and wife of **JAMES CASSIDY**, WLW director of public relations, has taken leave of absence from the program to await birth of her baby.

NAT LINDEN has been added to Hollywood writing staff of CBS "Joan Davis Show."

PARKER GAYMAN, announcer of KFRC San Francisco, has been promoted to announcer-producer.

Bread Upon the Water

SAM GIFFORD and Hilliard Gates gave out packages of radish seeds last February while conducting "One Moment Please" street interview series on WOWO Fort Wayne, Ind. A few days ago one of the ladies interviewed during February returned to the program to present the WOWO announcers with two jars of radishes, all cleaned and ready for eating.

LEW HILL, announcer of CJCH Halifax, N. S., has been appointed program director, succeeding **R. J. MORRIER**, who has joined CJAD Montreal, Que.

JACK WEBB, former Army flyer, has returned to KGO San Francisco as announcer.

WILLIAM RANDOL Jr., production manager of Don Lee Broadcasting System, Hollywood, is in Baltimore on personal business.

MORT WERNER, discharged from Army after two and a half years, has returned to Hollywood radio as freelance producer-m.c.

FINIS BELL, discharged from Army after three years, has returned to KGER Long Beach, Calif., as announcer.

HARRY DUNK, discharged from the Canadian Army, has been appointed musical director of CHEX Peterborough, Ont.

VIC WATERS, out of the Canadian Army, and **BETTY COPLEY**, formerly of CKPR Fort William, Ont., have joined the production staff of CJOR Vancouver.

Meat Institute Spending 40% of Fund for Radio

AT LEAST 40% of the yearly consumer education advertising appropriation of the American Meat Institute is spent in radio, Richard N. Heath, executive vice president of the Leo Burnett Inc., agency for the Institute, told members of the Sales Executives Club of New York at a luncheon last week.

Mr. Heath claimed that a very special kind of program was necessary for an association such as the Meat Institute. "It must have social acceptance," he said, or the idea—in this case making Americans more meat conscious—would not get across.

At the beginning of the meeting Gene Flack of Sunshine Biscuit Co., the club's retiring president, turned over the club's presidential gavel to the new head, Frank Lovejoy of Socony-Vacuum Corp.

Plea to Deny KRLD License Is Denied

Rev. Morris Petitions the FCC To Reverse March Ruling

FCC announced last week it had refused to depart from its March 27 denial of the petition of Rev. Sam Morris, Texas Baptist minister and prohibitionist, who sought denial of license renewal of KRLD Dallas [BROADCASTING, April 1].

Rev. Mr. Morris, who contended KRLD sold choice time to beer and wine interests and refused to sell time for abstinence messages, filed a new petition following the FCC's March 27 decision, claiming he had tried again to buy time on KRLD and on CBS and had been refused. He asked for rehearing and "extension of decision and order." This was denied May 24, the Commission announced Monday.

Wide Significance

In a memorandum opinion with the March 27 denial, the Commission had asserted that "the problem raised by the petition is of industrywide proportions" and "should not be granted as to one particular station when there is no urgent ground for selecting it rather than another." KRLD's renewal application, the opinion had said, "will be considered on its merits in regular course."

The Commission did not pass upon the question whether broadcast time had been unfairly denied or whether the petitioner "is an appropriate representative to press for the securing of time." Rev. Mr. Morris, who earlier had sought vainly to protest renewal of license of WBAP Fort Worth, WFAA Dallas and KGKO Fort Worth, filed his petition on behalf of the National Temperance & Prohibition Council, Washington, D. C., on May 25, 1945 [BROADCASTING, June 4, 1945].

Dealer Folder

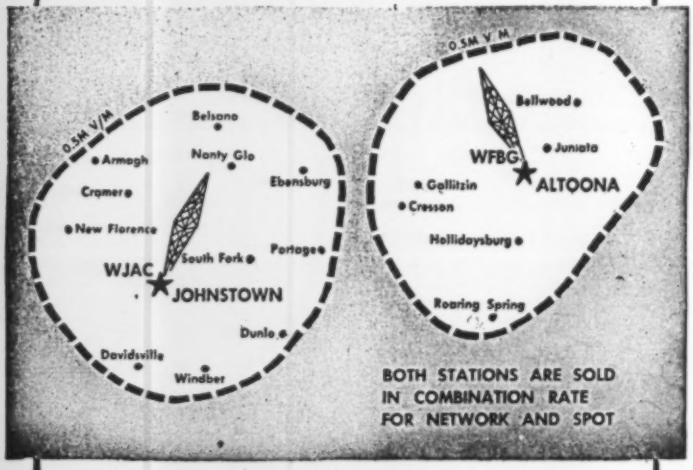
FORD MOTOR Co., through its agency, Kenyon & Eckhardt, New York, has prepared a promotion piece to distribute to all Ford dealers throughout the country featuring orchestra and talent of "The Ford Sunday Evening Hour," 8-9 p.m. on NBC, explaining "a million dollars worth of time and talent makes the Ford . . . Hour the greatest good will builder in your business."

WJAC
JOHNSTOWN

NBC

WFBG
ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

audiodisc

Fine transcriptions are recorded on Audiodiscs
AUDIO DEVICES, INC., N. Y. C.

LOCAL NEWS IS ON THE AIR

As Thousands of Peorians Listen to WMBD. . .

and to. .

News Editor Phil Gibson

Peorians like their local news fresh as their morning eggs . . . and Phil Gibson, WMBD's News Editor, serves it to them quickly and accurately. Gibson averages 50 local news "firsts" a month—a tribute to his 25 year background as newspaper reporter and columnist.

Five local news broadcasts daily attest to WMBD's programming in the community interest.

Peoria gets "news as it happens" . . . from WMBD.

5000 WATTS CBS AFFILIATE

WMBD

PEORIA, ILLINOIS

Edgar L. Bill
President

Charles C. Caley
Executive Vice President

FREE & PETERS, Inc. . . National Representatives

Covering
Ohio's
3rd Market
At less cost with WFMJ—American Network
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

More COVERAGE
IN N. E. LOUISIANA
5000 WATTS DAY
KMLB
• ABC
• 1000 WATTS (N)
• $103,629,000 Annual Retail Sales
MONROE, LA.
J. C. LINER, Jr., Mgr.

KXOK
630 KC.
ST. LOUIS
AMERICAN BROADCASTING COMPANY
5000 Watts Full Time
Represented by John BLAIR & CO.

ALLIED ARTS

JOHN E. FOSTER, former manager of personnel of the Vick Chemical Co., has been appointed director of personnel for the RCA International Division. During the war Mr. Foster served as a consultant to the Secretary of War on civilian personnel problems. Prior to the war he directed personnel for the W. T. Grant Stores.

H. C. BONFIG, vice president in charge of household radios for Zenith Radio Corp., Chicago, since 1944, has been named vice president and director of sales. Mr. Bonfig was Kansas City distributor for Zenith from 1924-1927.

Mr. Bonfig

SCOTT RADIO Labs., Chicago, has moved its sales and shipping departments from 4450 Ravenswood to larger quarters in company's building at 4541 Ravenswood, Chicago.

K. L. STREUBER, former manager of the theatre and sound department, RCA International Division, New York, has opened an export business under his own name at 1140 Broadway, New York.

RADIO EXECUTIVES CLUB of New York has a membership of 509 regular and 151 associate (out of town) members, according to the treasurer's report at the conclusion of the 1945-46 season.

MARGARET GARDNER, former director of magazine publicity for MBS New York, has been named vice president in charge of West Coast operations and a member of the firm of Coll, Freedman and Gardner, New York. Miss Gardner will headquarter in Hollywood.

EMERSON RADIO of Pennsylvania, Philadelphia, June 1 was to move into new quarters at 233-25 North Broad St. Firm recently acquired 10-story building at this location.

IRVING FELT, president of Jefferson-Travis Corp., New York, parent company of Guild Records Inc. and Musicraft Corp., and **PETER HILTON**, recently appointed president of latter firm, are in Hollywood for two weeks to set up West Coast offices. **BOB WEISS**, assistant to Mr. Hilton, preceded them to start preliminaries.

CONNIE MIDKIFF, formerly of Confidential Reports Inc., Hollywood, has joined Jack Rourke Productions, program packager, as assistant to **WARREN JUSTICE**, sales manager.

BIRWELL Corp., Detroit (precision tool manufacturer), reorganized as a California corporation, has merged with Pan-American Record Co., Hollywood, with a 50% stock interest being exchanged between principles of both firms. **ALFRED BIRNEY**, president of Birwell Corp., has been made president of the California firm, with two of his associates, **W. A. OTWELL** and **ROBERT GREY**, named vice president in charge of production and secretary-treasurer, respectively. **J. F. BARD** and **FRANZ GREEN**, former owners of Pan-American, are also vice-presidents and head up sales and recording department in the expanded operations. With executive offices at 6245 Santa Monica Blvd., Birwell Corp. is establishing its own pressing plant at 6618 Santa Monica Blvd. and will operate with label of Pan-American.

E. T. HERZOG RECORDING Co., Cincinnati, has opened new recording studios and facilities at its present location.

Self-Servers

SELF-SERVICE sales plan for radio parts distributors is latest contribution of RCA to the post-war store keeper. Announcement climaxes a year's study of radio parts distribution practices. The self-servers are expected to be placed on the retail market by late June. Units allow fresh merchandise to slip down chutes into full view of prospective customers. They are constructed to eliminate faults in the variety store display tables and the super-market fixtures, both of which use too much floor space and create difficulties in stacking small sized radio parts.

Erwin Represents

ROBERT A. ERWIN, Washington correspondent for several newspapers, has entered the radio field as Washington news representative for seven stations in North and South Carolina. He represents WPTF Raleigh, WAIR Winston-Salem, WBIG Greensboro, N. C.; WTMA Charleston, S. C., and on May 30 adds WIS Columbia, S. C. On June 1 Mr. Erwin will begin handling Washington news for WORD Spartanburg, S. C., and on June 3 for WBT Charlotte. His wife, Julia G. Erwin, also a reporter, has taken a membership in the Congressional radio galleries.

FOOD MESSAGES
Popular 'Chiquita' Lyrics To Plug Conservation

UNITED FRUIT Co., sponsor of the "Chiquita Banana" commercials through BBDO, New York, is spending approximately $150,000 over and above its normal expenditures for the new message whose lyrics are devoted to the Famine Emergency Committee. Transcribed lyrics urging the saving of fats and oils and wheat by eating fresh fruits, starts June 10 on 210 Keystone Broadcasting System stations in addition to 160 other stations throughout the country. Contracts are till forbid. The new lyrics, sung by Elsa Miranda, to the original "Chiquita" tune, are as follows:

I'm Chiquita Banana with a message grave
About a million children that we want to save
Don't let them starve and here is what to do,
Eat more fresh vegetables and fresh fruits, too.
Then we'll send them fats and wheat
And all sorts of food in Ca——ans
You'll agree if you examine
This is how to beat the famine. . . .
For when you eat fresh vegetables and fruits you're in the fight against starvation
So let's all hold a helping hand out to every other nation.
This is Chiquita Banana with this message grave.
Let's not forget those children that we can save.

Rep. Taber Pushes Plan to Ban Porter
Claims Many Commentators Crowded Off Air by FCC

CHARGING that the FCC "has crowded many commentators off the radio by one kind of pressure or another upon the broadcasting companies," Rep. John Taber (R.-N. Y.), last week declared he intended to "fight to a finish" his demands that President Truman remove Paul A. Porter, OPA Administrator and former FCC chairman, from office and that Attorney General Clark prosecute him [BROADCASTING, May 27].

"There have been repeated and deliberate violations of the law by executive agencies," said Rep. Taber. "My object is to stop them. Anybody interested in the preservation of American liberty must realize that government officials cannot continue to violate provisions of the law and use funds for which they were not appropriated without destroying American liberty."

He charged that Government news handouts are responsible in a large measure for the "propaganda on the radio and in the press. The Government propaganda on the radio has become exceedingly dangerous," he added. "The people do not get the facts. They get a continued misrepresentation of the facts and it is almost impossible for the ordinary citizen to have an accurate picture of the governmental activity presented to him."

Rep. Taber said "newspapers are a little better than the radio and present the situation more fairly" but "the enormous quantities of illegal press releases put out at Government expense in violation of Section 201 of the Criminal Code have made it easier for both radio commentators and newspaper reporters to use the Government material than to themselves dig out the truth.

"Bureaucratic propaganda is the great menace to American liberty today and it must be stopped," said the Congressman. Mr. Taber said that if radio commentators and newspaper reporters took the trouble to check stories rather than accept Government news releases, the people would be given a "fairer picture of what's happening."

New AC Officer

BRIG. GEN. FRANCIS L. ANKENBRANDT has been appointed Air Communications Officer of the AAF, it was announced last week. A West Point graduate and veteran of the war in the Pacific, during which time he held many outstanding communications posts with the AAF, General Ankenbrandt has been deputy to Maj. Gen. Harold M. McClelland, recently transferred to Langley Field as commanding general of the Air Transport Command's Air Communications Service.

"He says he can prove that the largest share of the nation's spendable income belongs to families who . . .

Listen to ABC"

FIND OUT where the nation's spending money is being passed around, and you'll find the bulk of it in the areas blanketed by ABC's 204 stations. And this coverage is *local* coverage because ABC stations cover more of the 300 major U. S. markets *from within** than does any other network—an important factor to advertisers who desire to merchandise their radio programs.

That is one big reason why so many leading companies are buying time on ABC today. They know they can reach a rich, nation-wide audience . . . at low cost per thousand . . . and over a network whose facilities are constantly improving.

Right now, for instance, ABC is able to point to a 100% increase in its number of 50,000-watt stations. KABC, San Antonio, Texas, has just gone from 250 watts to 50,000 (10,000 night time). WLAW, Lawrence, Mass., will go from 5,000 to 50,000. KCMO, Kansas City, Mo., from 5,000 to 50,000 (10,000 night time), and a switch in Buffalo adds WKBW with its 50,000 watts.

Improvements are happening fast on ABC, and one by one the best time periods are being snapped up by advertisers who know a good radio value when they see one. Valuable ABC franchises have already been nailed down by leading companies like Swift, General Foods, Westinghouse, Miles Laboratories, Philco, Jergens, Kellogg, Procter and Gamble, Sterling Drug, General Mills and many more. If *you* are thinking of radio in terms of good time periods, low cost per thousand listeners and a franchise that will be mighty valuable for years to come, investigate available time periods on ABC.

**Meaning a station actually located in the market*

7 REASONS
why more leading advertisers sit up and listen to ABC

1. **ECONOMICAL RATES** — Coverage of the important markets at rates that effect a low cost per thousand listeners.
2. **REACHES 22,000,000 RADIO HOMES,** located in practically every major market in the U. S.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** that is making more and more people listen to ABC.
5. **GOOD WILL** — a nation-wide reputation for public service features that present *all* sides of vital issues.
6. **204 STATIONS** — eager to cooperate in making every program a success in every way.
7. **PRACTICAL TELEVISION** — program building on an economical basis.

American Broadcasting Company

A NETWORK OF 204 RADIO STATIONS SERVING AMERICA

News

EDWARD E. SCOVILL has been assigned by CBS to WTOP Washington as director of talks and special events. Formerly in New York as supervisor of network operations, Mr. Scovill has been with CBS for 10 years with the exception of his military service. Released by the Army last fall as a colonel, he holds Legion of Merit and Croix de Guerre with silver star.

WILLIAM H. HESSLER, member of the WLW Cincinnati "World Front" round-table panel discussion program aired on NBC, has been accredited as correspondent to observe atom bomb test at Bikini Atoll in July. He leaves Cincinnati June 10 and San Francisco June 12.

GEORGE F. PUTNAM, onetime NBC newscaster, wartime announcer on the "Army Hour," May 26 began a series of newscasts for Mutual and WOR New York, Sun. 1-1:15 p.m. on MBS, Sun. 8:30-8:45 a.m. and 10-10:15 a.m. on WOR.

CECIL BEARDON, WJAW College Station, Tex. sportscaster, has been named coach of the College Station American Legion junior baseball team. He devotes one broadcast a week in airing news and interviews with members of the team.

DICK CRANE, former announcer and newscaster at KFI Los Angeles and recently released from the Army where he served with the AFRS in Manila and Tokyo, has joined WHHM Memphis, Tenn., as news editor and announcer.

MYRON DRAKE, released from AAF, has returned to KTAR Phoenix, Ariz., as newscaster and announcer.

TOM HOTCHKISS, production manager of KGER Long Beach, Calif., has been shifted to news editor replacing RICHARD BARR, resigned.

FRANK (Salty) MALLANTS, boating and fishing commentator of WIOD Miami, Fla., has been reelected a director of Angler's Inc., group which conducts annual Metropolitan Miami Fishing Tournament.

CREIGHTON SCOTT, former news commentator on ABC New York, has joined WBBM news staff replacing HARLAN EUGENE READ, on leave of absence until September 1. Mr. Read's commentaries were sponsored on WBBM 10:30-10:45 p.m. (CDT) by Standard Oil of Indiana through McCann-Erickson, Chicago.

VINCE WILLIAMS, previously with WGY Schenectady, KOA Denver and ABC Hollywood, is new sports editor-announcer and special events announcer at KALL Salt Lake City.

BILL PEPPER, news editor of WPAY Portsmouth, Ohio, has returned to the station following six weeks' leave of absence due to laryngitis.

Forbes Novel

MURRAY FORBES, radio actor currently playing Papa Schultz in "Today's Children," Willy Fitz in "Ma Perkins," Jerry Leemy in "Joe Palooka" and various parts in "Freedom of Opportunity" and "Incredible But True," has written a novel, "Hollow Triumph" (Ziff-Davis Publishing Co. $2.75). A study of criminal psychology, the book tells the story of Henry Mueller, medical student, con man and convict, who meets his double, Dr. Victor Bartok, murders him and takes his name, fortune and psychiatric practice.

FARM IDEAS ARE 'LEND-LEASED'

Australia Has Competition Choosing Farmer To Study U. S. Methods

FRIENDLY "lend-lease" of ideas has been started by Australian broadcasters through the Progressive Farmer Competition, a scheme inspired by farm broadcasters in America.

The plan was born last fall when John Ridley, general manager of 2GZ and 2NZ in Australia visited the U. S. and at WNAX Yankton, S. D., saw the Progressive Farmer Competition in operation there. Mr. Ridley and WNAX broadcasters formulated a plan whereby such a competition could be started in Australia, with the winner, a man of knowledge and experience in good farming and leadership, coming to America for six months to study American farm methods and ways of living on U. S. farms.

After months of testing farmers all over Australia, the outstanding farmer was selected. He is A. K. Gardiner of King's Plains, New South Wales. His trip to America, where he will stay with selected farm families, will be financed by 2GZ and the Rural Bank of N. S. W. Plans are being aided by the U. S. Dept. of Agriculture and the O.W.I.

Mr. Ridley also visited WLW Cincinnati and KMBC Kansas City and exchanged farm ideas with executives of the stations. It is hoped that in the future an American farmer can be selected through a similar competition and sent to Australia to learn that country's methods.

GOOD NEIGHBOR

KWKW Offers Facilities To Harassed Press

WITH CURRENT critical newsprint shortage, and as a public service, William J. Beaton, general manager of KWKW Pasadena, on May 24, without cost, offered use of station facilities to two local newspapers and their advertisers for any vital message to be conveyed to general public during crisis.

Offer to managing editors of *Pasadena Star News* and *Pasadena Independent*, respectively, reads in part:

"Knowing of the splendid service being rendered by your newspaper and of its importance in the lives of the people of Pasadena and other towns in the San Gabriel Valley, we believe any curtailment of its services would be detrimental to the best interests of our community.

"If, therefore, this previous serious shortage of newsprint is further affected by the railroad strike, and it becomes increasingly difficult to disseminate news and regular features to your readers, we would like at this time to offer you, without charge, use of the facilities of Radio Station KWKW, limited only by the restrictions imposed by our daily operating schedule and contractual obligations. We are including in this offer made to you, time availabilities on KWKW for use by your regular advertisers so that they can, without cost to you or to them, release important messages to their customers."

Right Track

HONEST, Pat Kelly says it wasn't premeditated. The WDAY Fargo, N. D. pianist always schedules his programs several days in advance. And how was he to know there was to be a rail strike on May 24 when he had featured "Waitin' for the Train to Come In?"

KYA's Food Series

GOING BEYOND what is requested of stations in the Famine Emergency Committee's drive for food for the starving overseas, KYA San Francisco has just completed a series of nine productions, *This Is a Different War*. Working in cooperation with the War Relief Service of the Catholic Welfare Conference, United Nations Relief and Rehabilitation Administration, and other welfare organizations, KYA reports that as a result of the series, over 800,000 cans of food and cash contributions in six figures have been collected, and contributions are still coming in. H. B. Rossen, KYA news editor, wrote and produced the programs, which made use of the entire staff of the station. Programs were presented at 6:30-7 p. m., and were promoted through a big publicity campaign. Fiorello LaGuardia, director general of UNRRA, led the list of speakers.

Stark Dry Goods Company owns and operates three department stores in the WHBC listening area. "Tea Time at Stark's" a half hour show (3:00 to 3:30, Tuesday and Thursday) from the CANTON store restaurant, builds goodwill and business for MASSILLON and ALLIANCE branches as well. Gifts and prizes to participants are chosen from every department in the store, an idea that gives Emcee Jim Roberts a grand chance to talk famous name products.

WHBC is original in program planning. WHBC has merchandising ideas. We're bringing you this series of personalities and programs to show you WHY people in this area prefer WHBC* morning, noon and night.

CANTON • OHIO
1000 WATTS FULL TIME
whbc
THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!
BASIC STATION MUTUAL NETWORK

Write for complete information on availabilities.

Represented by BURN-SMITH Co.

PHILADELPHIA'S NO. 1 *Independent*

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

Pacific Coast • St. Louis • Chicago • New York

and now New England!

Beginning June 3rd, the newly organized NEW ENGLAND GROUP will make these famous **Fletcher Wiley** productions available in New England:

THE HOUSEWIVES' PROTECTIVE LEAGUE

and

THE SUNRISE SALUTE

Tested and approved by listeners from coast to coast, these participating programs will be directed in New England by John Trent—who joins the Fletcher Wiley team of Galen Drake in New York, Paul Gibson in Chicago, Lee Adams in St. Louis, Burritt Wheeler in Los Angeles.

WCOP —Boston, Mass.
WTHT —Hartford, Conn.
WMUR —Manchester, N. H.
WNBH —New Bedford, Mass.
WELI —New Haven, Conn.
WPOR —Portland, Me.
WFCI —Providence, R. I.
WSPR —Springfield, Mass.
WSTC —Stamford, Conn.
WORC —Worcester, Mass.

The NEW ENGLAND GROUP will be represented by The Katz Agency. Call them now for details. In Boston, call Don L. Kearney care of WCOP.

ABC Stations In 10 New England Markets

New England GROUP

REPRESENTED BY **THE KATZ AGENCY, INC.**

FOR 13 YEARS WE'VE HAD NO RAIN (Ky.)!

Umbrellas and ulsters might sell like wild-fire in Rain (Ky.) but such little two-families-to-one-lantern towns aren't very good places to dry out soggy sales. So we say it's better to stay out of the Rain, and back up to the hottest thing in this section—the Louisville Trading Area! Here you'll find more industry and income to warm your heart than you'll find in the rest of the state, *combined!* We don't claim any Rain, but we can still grow a bumper crop for you. Want WAVE to start breakin' ground?

LOUISVILLE'S WAVE

5000 WATTS . . 970 K. C. N.B.C.
FREE & PETERS, INC.
National Representatives

SERVING RICH 4th TEXAS' CITY

KGBS

Harlingen-"Hub of the Valley"

The Only CBS OUTLET FOR TEXAS' LOWER RIO GRANDE VALLEY

McHenry Tichenor, Pres.
Troy McDaniel, Mgr.

Nationally Represented by
HOWARD H. WILSON COMPANY

PROMOTION

PREPARED prior to the FCC Blue Book report, "Program Report for 1945" of KOY Phoenix, Ariz., is being mailed by the station as promotion brochure to industry leaders, Congressmen, FCC commissioners and others in addition to a wide list of local people. Preface states that "The strength of any station is measured not in watts, or personnel, or studio facilities . . . or network programs for that matter . . . the strength of a station is found in the influence it exerts with the people it serves." Brochure then follows with summary of programming and public service activities during 1945. Photos of special events are included.

Cosmetic Promotion

WILLIAM H. BLOCK Co., Indianapolis, used its WIBC Indianapolis program series, "Make Up Box," extensively during latter May "Cosmetic Carnival" to promote brands and activities associated with the event. Representatives of nation's cosmetic manufacturers, Bess Myerson, sponsored by Parfums Renei as "Miss America of 1946," and others participated in broadcasts. Special performances were aired from the store.

Convention Tie-In

WITH St. Augustine, Fla., as headquarters for state convention of Beta Sigma Phi Sorority and WFOY St. Augustine staff members as convention officials, WFOY for three weeks has received considerable promotion in connection with the meeting. Convention chairman is Mrs. Frankie Walker, station's assistant manager. Registrar is Continuity Writer Catherine Hayes and Celeste Poli, station traffic manager, is welcome committee chairman.

KYW Story Promotion

KYW Philadelphia and its "Junior Town Meeting of the Air" program, written up as a May 25 Saturday Evening Post feature [BROADCASTING, May 27], have been receiving additional boost through promotion by Curtis Publishing Co. throughout the Philadelphia area in behalf of "The Kids Talk Up," the article written by Warner Olivier. Newsstand cards, posters, window signs and other media have been used by the publisher.

Windshield Stickers

AUTOMOBILE windshield stickers, bearing official honorable discharge insignia and identifying the various branches of the service, have been mailed to war veterans by WGN-WGNB Chicago. Back of sticker reads: "Courtesy of WGN-WGNB, Serving the Middle West—Mutual Broadcasting System," and indicates WGN-WGNB points on the dial. Spot announcements and station breaks were used to invite veterans to request stickers.

Audience Invitations

CARDS have been mailed by WGL Fort Wayne, Ind., inviting listening presence at new Sunday evening "Podium Performance" series of classical and semi-classical selections. Full-hour program includes division in which apparent "steals" have been made in composition of modern tunes from the classics. Cards are being sent to members of the Fort Wayne Philharmonic Society and other selected lists.

WWRL Adds Tie-In

TO BOLSTER its program listings, WWRL Woodside, N. Y., has tied-in with The Tablet, Catholic weekly newspaper in New York with circulation of 118,000. Station has made similar tie-ups with Long Island newspaper chains which run promotion ads, program logs and press stories. Promotion exchanges are in return for air announcements in behalf of the publications.

WKY Award Folder

FOLDER announcing City College of New York award to WKY Oklahoma City for promotion of Edgar Bergen-Charlie McCarthy program has been distributed by WKY. Facts behind promotion of the NBC series are presented.

Press Service

STANDARD RADIO, Hollywood, as special service to station clients has inaugurated a regular press service, supplying news and talent items along with each transcription. News letter is to aid station m.c. or announcer in dressing up programs with latest doings of personalities featured on various transcriptions.

Listener Promotion

SERIES of audience promotion advertisements to be run by KMBC Kansas City in a dozen daily papers during June and July has been distributed in reprint form by the station. Copy concerns daylight saving time and CBS and KMBC attractions.

WLW Folder

FOLDER titled "What We Know About 14,590,908,744 Radio Minutes" has been prepared by WLW Cincinnati to give listener ratings based on minutes. Breakdown includes average week, four weeks, per home in area and per home listening. Comparison also is made of networks.

Beauty Contest

WCAU Philadelphia will sponsor and promote the "Miss Philadelphia" contest this year, in conjunction with the annual Atlantic City "Miss America" affair. WPEN, which in former years helped promote the contest, has scheduled in its place a "Miss America Pageant" for Greater Philadelphia.

Success Story

SUCCESS story behind broadcasts of Halsey Hall, sportscaster of WCCO Minneapolis, is related in brochure issued by CBS-owned station. Titled "WCCO Hired a Hall," folder uses copy theme woven around old saying of "go hire a hall" and summarizes "what an audience he holds!"

Frost Warning Service

MORE than 7,000 frost warning guides were distributed this year as special service by McClatchy Broadcasting Co. California stations to orchard operators in the interior valleys. KFBK KWG KMJ KERN also broadcast frost warnings during critical months.

KFXJ Rodeo

JUNIOR RODEO for boys between ages of 11 and 15 is being sponsored by KFXJ Grand Junction, Col., for the second consecutive year. Event will be staged in conjunction with the annual Western Colorado 4H Club Fat Stock Show.

Entered in 'Record'

LETTER mailed by WLAW Lawrence, Mass., via first regular commercial flight from city's new airport, was entered into the Congressional Record of May 16 by Rep. Thomas J. Lane (D-Mass.).

Promotion Report

BOUND in green mailing folder, WPRO Providence, R. I., has mailed to advertisers reprints of newspaper ads which have been running in Providence newspapers, boosting station's programs and 630 kc frequency.

Free Bookmarks

SOUVENIR bookmark is being offered listeners by WREN Lawrence, Kan., on daily "Harbor of Rest" hymns and poetry program as promotion feature to test audience.

Promotion Personnel

PAT MITCHELL of the KPO San Francisco press department has been married to War Correspondent Olen Clements, just back from China.

JOHN MORGAN, released from the U. S. Navy Bureau of Aeronautics as lieutenant commander, has been appointed sales promotion manager of WIND Chicago. Before service with the Navy Mr. Morgan was with the Phil Gordon Agency, Chicago.

TOM CARSON, discharged from the Army, has joined the sales promotion department of MBS. Before the war Mr. Carson was chief timebuyer of Pedlar and Ryan. MBS also announced the promotion of **HAROLD COULTER,** until recently audience promotion manager of the network, to assistant director of advertising, sales promotion and research, replacing **PETER ZANPHIR.**

LEO FREMONT, during the war a program department section chief at AFR headquarters in Paris, has been named promotion director of KBIZ Ottumwa, Iowa.

ROBERT McANDREWS, NBC Western Division advertising and promotion manager, having attended annual network advertising and promotion manager's meeting in New York on June 1, remains in that city for three weeks for further home office conferences.

ROSEMARY WALKER, publicity director of WOAI San Antonio, Tex., has resigned to be married to Robert L. Holtzinger of State College, Pa. She is succeeded at WOAI by **MARCIA BIRENBERG.**

Drop Court Disc

JUDGE LOUIS GOLDSTEIN, long in the fight against juvenile delinquency in New York, was recorded by WEAF last Tuesday when he sentenced a 16-year-old boy to 25 years to life for a murder. The judge's words combined the sentence with a lecture to the boy, a criminal since 8, on the folly of his way. The record made of the entire proceedings in the court was to be used on the *Hi Jinx* program at 8:30 a. m. Wednesday. However, the belief that the recording might be embarrassing to the dignity of the court precluded its use at the last minute and a dramatization of the incident was substituted.

RTPB Names Lodge

WILLIAM B. LODGE, CBS director of general engineering, has been appointed chairman of a new panel on radio wave propagation of the Radio Technical Planning Board. Panel will be RTPB Panel 1, replacing the previous Panel 1 on spectrum utilization which was discontinued. Other members of the new panel have not yet been appointed. Financial statement of RTPB from October 1943 to March 31, 1946, shows a total income of $32,505.81 and total expenses of $26,082.43 for that period, leaving a balance of $6,423.38. Report was submitted by Will Baltin, secretary-treasurer of Television Broadcasters Assn., treasurer of RTPB.

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

fourth 25*

BROADCASTERS TO BUY

GENERAL ELECTRIC *FM Transmitters*

——the transmitters with the Phasitron Circuit

WBNY
Buffalo, N. Y.

KLUF
Galveston, Texas

WIBX
Utica, N. Y.

KHUB
Watsonville, Calif.

FREEPORT JOURNAL STANDARD PUBLISHING COMPANY
Freeport, Ill.

COURIER TIMES, INC.
New Castle, Ind.

WNHC
New Haven, Conn.

WSJS
Winston-Salem, N. C.

WMCA
New York, N. Y.

GRANT UNION HIGH SCHOOL DISTRICT
N. Sacramento, Calif.

TIMES HERALD PUBLISHING CO.
Vallejo, Calif.

DUAL ENGINEERING COMPANY, INC.
Chicago, Ill.

WJTN
Jamestown, N. Y.

KYSM
Mankato, Minn.

WLBC
Muncie, Ind.

THE TIMES HERALD CO.
Port Huron, Mich.

TOLEDO BLADE
Toledo, Ohio

PALLADIUM TIMES, INC.
Oswego, N. Y.

KOKOMO BROADCASTING CORP.
Detroit, Mich.

KFVD
Los Angeles, Calif.

WJEJ
Hagerstown, Md.

WIBW
Topeka, Kans.

COLLEGE OF THE PACIFIC
Stockton, Calif.

EMPIRE NEWSPAPER AND RADIO, INC.
Endicott, N. Y.

FIDELITY MEDIA BROADCASTING CORP.
Jersey City, N. J.

STATION CONSTRUCTION BY THE BROADCASTERS LISTED HERE IS SUBJECT TO THE ISSUANCE OF CONSTRUCTION PERMITS BY THE FCC.

* For the FIRST 25, see BROADCASTING, April 8
For the SECOND 25, see BROADCASTING, April 15
For the THIRD 25, see BROADCASTING, May 13

Have you placed your order yet?

Electronics Department

GENERAL ELECTRIC

160-616-6914

Syracuse 1, N. Y.

Blue Book Hit Again at ACLU Forum

Siepmann Says Report Nothing More Than A 'Guide'

MORE VOICES were added last week in New York to the mounting argument: "Blue Book . . . road map or recipe?"

Speaking at Mutual's Longacre Theatre to an audience which sometimes was more articulate than they, Charles Siepmann, author of *Radio's Second Chance* and onetime FCC consultant, defended the FCC program report, and Sydney M. Kaye, attorney and vice president of Broadcast Music Inc., attacked it.

Mr. Siepmann's arguments had been heard before; he characterized the report as nothing more than a guide to lead stations toward a more mature attitude in programming. He said the report would aid broadcasters to explore the cultural and educational possibilities and responsibilities of radio.

Mr. Kaye reiterated the stand of the industry in claiming that any such improvements could be accomplished without the aid of any government agency and that the plan set forth in the book was a door opener which in the future could be applied to other arts and professions such as movies and newspapers.

Hits At Sponsors

He took the American Civil Liberties Union, sponsors of the debate, to task, claiming they, of all groups, should realize that such regulations now were certain to develop into a controlled radio, leading into control of other media in the "public interest." "The time to protect liberty of speech is now, not tomorrow," Mr. Kaye added.

During the question period following the presentation of the pros and cons of the Blue Book, the audience, which included executives of various stations and networks, began questioning the speakers. Many times the questioners added some points to the debate or gave speeches on the subject themselves.

One of the questioners wanted to know if the report was intended to determine what the public wanted, or what was good for the public. Mr. Siepmann answered by saying that he felt the public was altogether aware of what it might receive from radio; and with regard to what was good for the public, the report nowhere attempted to legislate programming but rather recommended reasonable judgment of excesses of commercialism by reasonable men.

Kobak Answers Charge

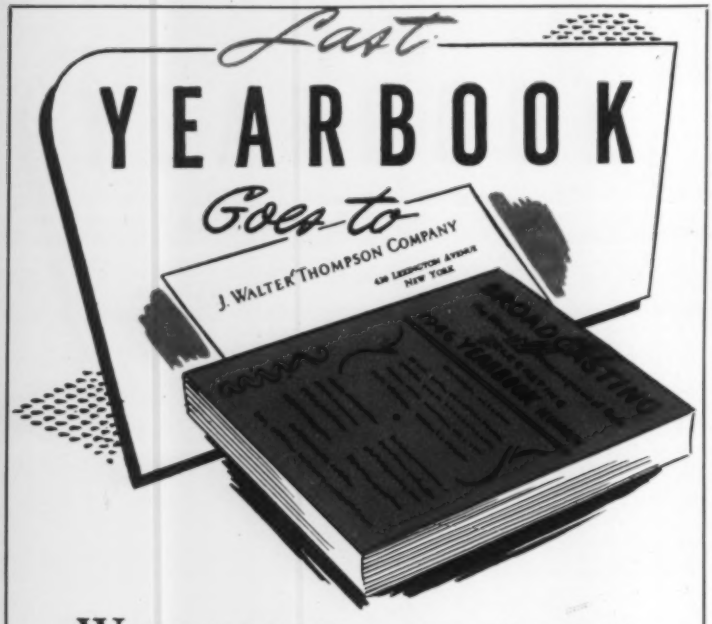
Edgar Kobak, president of MBS, who made a spirited defense of industry's side during the question period, said: "The report has had the effect of a hypodermic needle on radio; all we ask is that you keep the poison out of it." He further disclaimed a statement made by another member of the audience that radio was controlled by advertisers. "The advertisers have never dominated me," he said. "We base our programming on what our audience wants."

Turning to the subject of local stations versus networks, one of the audience wanted to know where the talent of the future was coming from, adding that it was his experience that in the past decade local radio stations had come to depend more and more on the network shows and that local live shows had all but disappeared from small stations.

This charge was categorically denied by other members of the industry. Mr. Kobak said that the war years had seen many local live shows die, but that already, if FCC were to investigate, it would find renewed interest by local stations in their own live shows.

Papa Scooped

JACK WEATHERWAX, announcer of CJKL Kirkland Lake, Ont., had just finished a spot announcement in one studio, when the station's newscast came on from another studio. First announcement was that a baby daughter had been born in the Weatherwax family! The news had been phoned to the station while father Jack was on the air.



WHEN J. Walter Thompson wrote for an extra YEARBOOK, in addition to the nine already received, they got our 12,816th—the very last one. We're genuinely sorry there aren't enough to go around. Our 1946 print order was the biggest to date, but it wasn't big enough.

That's why you should reserve the 1947 YEARBOOK *now*. Concentrated in its pages will be radio's most revolutionary year—1946. The weekly BROADCASTING reports "the week" in radio—AM, FM, Television (and facsimile). The BROADCASTING YEARBOOK sums it all up in one fact-packed encyclopedia.

If you're one of the 12,816 who own a YEARBOOK, please share it with the many who require its scores of directories and listings for market research, advertising and promotion.

By subscribing to BROADCASTING *now*, you'll be assured of radio news as it happens. And, we'll reserve your 1947 YEARBOOK for you.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

Favorable Reaction is Reported by PW After 11-Day Domestic Program Tests

REPORTS of the 11-day radio relay tests, conducted by Press Wireless and ending last Wednesday, indicate that commercial programs may be transmitted successfully without land lines, Press Wireless officials announced last week.

Although reports from stations throughout the country still were reaching Press Wireless New York offices as BROADCASTING went to press, from those already studied PW officials concluded that use of shortwave as a carrier of program material was demonstrated successfully.

"The preponderantly successful result was obtained in the face of adverse weather conditions ranging from thunder-storms in Florida to dust-storms in Arizona and flash-floods in Pennsylvania," said a PW statement to BROADCASTING. "While all the reports have not yet been received, the ones already studied revealed overwhelming good results. Even the moduplex and relay transmissions were, in the majority, received with quality suitable for rebroadcast."

Broadcasters throughout the country monitored as many transmissions as they could hear. They did not limit their listening merely to the programs beamed to their particular areas. Reception on some of the programs, even though beamed to other areas, was almost as excellent as the ones planned for particular areas, according to PW.

Monitoring stations made recordings, field intensity measurements and offered other technical and non-technical assistance. Some stations took their receiving equipment away from transmitters and noise-congested locations to insure best results. Others rigged special antennas. As a result reception was reported under all conditions.

Others Cooperate

In addition to broadcasters, allied organizations have cooperated with the demonstrations. Clearances were obtained from AFRA, AFM, ASCAP, BMI, SESAC, and several transcriptions libraries including World, Associated and NBC Thesaurus. Many individuals also contributed time and talent. These included commentators, writers, guest speakers and technicians.

WMCA and WNEW New York made studios available to Press Wireless for the tests and PW constructed a studio in the Times Square Bldg. tower for one day's programs. Broadcasts were originated in New York, with some retransmissions from Los Angeles.

When PW engineers have evaluated the data it will be presented to the FCC for study. Should the Commission feel that the experiments indicated the success of shortwave relays for transmitting commercial programs, further tests involving regular programs are expected to be authorized.

KASA . . . KCRC . . . KFDM . . . . KFXJ . . KGNC . . . KLCN
KMA . . . KMMJ . . . KOAM. . KOB . . . KOY . . . KRLD
KSRO . . . KSWO . . KTHS. . KTRH . . . KUOA . . KVOO
KWBU KWFT
KWKH KWTO
KXOK WADC
WAGF WAOV
WAPO WBNS
WCBI WCHS
WCHV WCNC
WDBJ WDLP
WDZ WEBQ
WELO WFAA
WFBC WFOR
WGBS WHIS
WIBW WIW
WJAX WJJD
WJLS WJMS
WJPR WJZM
WKRC WKY
WKZO WLAG
WLAY WMC
WMGA WMIS
WMJM WMMN
WNAX WOAI
WOMI WOWO
WQBC WRLC
WROL . . . WSB . . . WSFA . . . WSGN . . . WSKB . . . WSM . . . WSUN . . . WTAD
WTAL . . . . . WTAW . . . . . WTCM . . . . . WWL . . . . . WWVA

Award of Merit

for an outstanding job of selling

DR. LE GEAR'S

Poultry and Livestock Prescriptions

As a long-time user of radio it has been our experience that profitable results from this form of advertising depend almost entirely on complete cooperation between the advertiser, the station and the dealer. And in this sales triangle the station plays the stellar role.

The radio stations listed here have played their part in a most effective way in the advertising and merchandising of Dr. LeGear's Prescriptions and we are taking this way of acknowledging our appreciation for an outstanding job well done. Actual merchandising assistance in getting up displays, making personal calls, sending letters to dealers and cooperating with Dr. LeGear's representatives have all contributed to outstanding sales records in the primary listening areas of these stations.

Our thanks and appreciation to each of these stations for their outstanding cooperation in selling Dr. LeGear's Prescriptions!

DR. LE GEAR MEDICINE CO.

L. N. Le Gear, DVM

DIRECTOR OF SALES AND ADVERTISING

PUBLISHED IN APPRECIATION BY

SIMMONDS & SIMMONDS, INC.

201 N. WELLS ST., CHICAGO *Agricultural Advertising* 611 OLIVE STREET, ST. LOUIS

PROGRAMS

SERIES begun May 28 on WLIB New York titled "We Make the News," highlights behind-the-scenes workings of daily newspaper in nation's largest city, with Henry Moscow, New York Post news editor, relating anecdotes and stories of the newspaper world. Program explains how news is reported, written and analyzed to determine space and position.

Conference Activity

NETWORK originations and extensive local coverage highlighted radio activity May 27 at Governors Conference in Oklahoma City, at which President Truman was present. KOMA-CBS, WKY-NBC, KTOK-ABC and KOCY-MBS were assigned studios a few feet from the entrance to the House of Representatives chamber in the Oklahoma state capitol building. Although no direct broadcasts from the chamber were permitted, radio reporters attended sessions and handled reports and interviews from microphones in the capitol.

Fruit Spray Talks

FARM service department of WKZO Kalamazoo, Mich., in cooperation with Michigan State College fruit specialists, is broadcasting series of fruit spraying guide talks thrice-weekly on midday "Farm Service" series.

War Prisoner Series

CBFW Montreal, shortwave station of CBF, French-language station, has been sending German-language quarter-hour programs five days weekly for German prisoners of war in western Canada, it is now officially stated. CBFW is used for sending French-language programs to French-Canadian settlements in western Canada, and with some 32,000 German war prisoners in western Canada, the CBC International Service has started these quarter-hour programs in an attempt to stimulate and readjust the thinking of the German war prisoners there. German prisoners of war appeared on the programs.

Sea Adventures

CHILDREN'S series, "The Adventures of the Sea Hound," begins July 1 Monday through Friday 5-5:15 p.m. on Mutual replacing "Here's Howe," with Pete Howe. Program will be carried on full network and offered for cooperative sponsorship.

Video Series

FRANCES SCOTT will take her "'Let's Play Reporter" program to television for a four-week series to be presented by ABC on WABD New York on Thursdays, 8-8:30 p.m., starting May 23. Program is an audience participation show in which Miss Scott, as city editor, explains scenes and events that are dramatized, with members of the audience brought before the cameras to recall what occurred during the dramatizations to demonstrate their ability as reporters.

NBC Showcase

WEEKLY half-hour series, "Saturday Showcase," designed to give local talent a national audience, started June 1 on NBC, Sat. 3-3:30 p.m. Program, to be provided weekly by different NBC affiliated stations throughout the country, features variety entertainment and presents talent ordinarily heard only on local outlets.

WPTF Singing Convention

DESPITE downpour of rain WPTF Raleigh, N. C., May 26 staged its singing convention at Middlesex, N. C., with about 3,000 persons in attendance. Half-hour of program was recorded for broadcast play-back that evening. Engraved silver bowl was awarded Frederick's Trio, a family group from Goldsboro, N. C.

National Hunt

NATIONAL "mystery man" promotion stunt was used May 27 on ABC "Try 'n' Find Me" program by Kenyon and Eckhardt, agency for Southern Cotton Oil Co., sponsor of the program on 78 ABC affiliates. Heretofore individual stations staged contest. Mystery men were released immediately following the program in two cities identified by clues during the broadcast. Merchandise awards were offered as prizes.

Format Change

NEW format and title change of Mutual's "Sweetheart Time," Sun. 1:30-1:45 p.m., starts June 16. New title will be "Singing Sweethearts" featuring the "Ivoryine Trio" with Chuck Floyd's quintet. Program is sponsored by Gum Labs. (Ivoryine) through Makelim Adv., Chicago.

KMO Honored

IN RECOGNITION of cooperation extended to the Takoma (Wash.) Council of Churches, a plaque has been publicly awarded KMO Takoma by the organization. Station has publicized church activities and presented Saturday evening "The Church and the News" program.

Charm Series

DESIGNED to provide entertainment and information of interest to women, ABC today (June 3) starts the "Powers Charm School of the Air," featuring John Robert Powers, head of his own model agency in New York. New co-op program will be heard Mon.-Fri. 1:15-1:30 p.m.

Jubilee Coverage

YANKEE Network sent its special features field crew to Detroit May 24 to cover Automotive Golden Jubilee being held in that city May 29-June 9. Programs and interviews are being handled and prepared by crew under direction of Linus Travers, network executive vice president.

Safety Quiz

FEATURING youngsters of all ages, "Traffikwiz" program is being presented by KLZ Denver in interest of traffic safety. Recorded during school assembly periods, program is aired twice-weekly in late afternoon period when children are at home.

Gromyko Speaks

ADDRESS by Andrei A. Gromyko, Russian representative to the UN Security Council, before a rally in Madison Square Garden May 29, sponsored by National Council of American Soviet Friendship, was broadcast by ABC at 10:45 p.m. that evening.

Reporter's Viewpoint

NEW women's program has started on WINX Washington, giving reporter's viewpoint on women's activities. Heard five-weekly 9:45-10 a.m. (EST), program is aired by Pat Griffith, former WAC captain and public relations agent.

Program Expands

TEEN AGE request and dedication program aired by KTRI Sioux City, Iowa, "Juke Box Saturday Night," in Saturday 11 p.m. to 12 midnight period, has been expanded to daily feature.

Regular Sportscast

FIRST regularly scheduled full 15-minute sports review to be presented by Mutual since the war is a commentary by Stan Lomax, "Today's Sports," Sun. 6:45-7 p.m., replacing Quentin Reynolds.

Veterans Drama

NEW Tuesday night series, "The Veterans' Theatre," written, produced and directed by ex-servicemen, has started on WDAS Philadelphia.

WJZ Honored

AWARD from the National Victory Garden Institute has been presented to WJZ New York for services contributed by the station.

ATS Meeting to Be Televised

VIDEO audience in the New York metropolitan area, will join members of the American Television Society the evening of June 12 when the presentation of the annual ATS awards for television achievement will be televised by WABD New York from the theatre of the Barbizon Plaza Hotel. Admission to the theatre for the final ATS meeting of the 1945-46 season will be by ticket only. Officers for the coming year will be inducted at this meeting. Awards, chosen by the radio editors of AP, UP and INS, will not be announced in advance of the meeting.

Every 60 minutes

... in Philadelphia

WDAS broadcasts the news every hour on the hour

... and one-minute summaries on the half hour.

That's why most Philadelphians have formed the habit of dialing 1400 regularly.

With *Timing* like this in Philadelphia, it's no wonder that 78 percent of this station's sponsors renew regularly.

WDAS

SPONSORS

LEWIS-HOWE Co. (Tums and Nature's Remedy), has switched products effective May 27 on "Adventure of Bulldog Drummond," Mon. 8-8:30 p.m. on Mutual. Show has advertised Nature's Remedy and will now promote Tums. Latter product recently dropped sponsorship of "The Amazing Mrs. Danbury," 8-8:30 p.m. on CBS. Agency is Roche, Williams and Cleary, Chicago.

SILLERS PAINT & VARNISH Co., Los Angeles, has appointed McNeill & McCleery, Los Angeles, as advertising and sales promotion counsel.

SCHOLL MANUFACTURING Co., Toronto (Zino-pads), has started transcribed spot announcements on a number of Canadian stations. Agency is F. H. Hayhurst Co., Toronto.

NORTHROP & LYMAN Co., Toronto (insecticide), is planning spot announcement campaign in western Canada. Agency is E. W. Reynolds Co., Toronto.

GRAND NATIONAL LIVESTOCK Exposition, Horse Show and Rodeo, San Francisco, discontinued during the war, will be held this year Nov. 16-24 with Knollin Adv., San Francisco, handling advertising. Radio is included. Campaign will be concentrated in November.

ASSOCIATION OF AMERICAN RAILROADS May 29 9-9:20 p.m. sponsored telecast of its film, "Life Line of the Nation," on WNBT New York. Film depicts wartime contribution of the American railroads.

DENVER POST, Denver, May 26 became radio sponsor when it started sponsorship of transcribed "Washington Views and Interviews" Sunday nights on KOA Denver. Contract for 13 weeks was placed direct by Palmer Hoyt, Denver Post publisher.

FUR GARMENT TRAVELING SALESMAN'S Assn., New York, will sponsor a special broadcast of a testimonial dinner given by the association for I. J. Fox, head of I. J. Fox Co., New York, June 6 10-10:30 p.m. on following Mutual stations: WOR WIP WHK WNAC. Dinner at which association will award Mr. Fox a plaque as "outstanding man in the fur industry for 1946" will be held at the Pennsylvania Hotel, New York. Peck Adv., New York, bought radio time.

SCUDDER FOOD PRODUCTS, Monterey Park, Calif. (Blue Bird potato chips), is using a heavy weekly schedule of spot announcements and newscasts on 15 Northern California stations. Agency is Davis and Beaven, Los Angeles.

NETWORK ACCOUNTS

New Business

SUNSET OIL Co., Los Angeles (petroleum products), May 23 started for 52 weeks "It Couldn't Happen" on 10 CBS Pacific stations Thurs. 8:30-8:45 p.m. (PST). Agency: Hillman-Shane Adv., Los Angeles.

Net Renewals

PACIFIC COAST BORAX Co., New York, June 28 for 52 weeks renews "The Sheriff" on ABC, Fri. 9:30-9:55 p.m. Agency: McCann-Erickson.

P. LORILLARD Co., New York (Old Gold Cigarettes), has renewed effective Sept. 15 "Meet Me at Parky's," Sun. 10:30-11 p.m. on NBC. Agency: Lennen and Mitchell, N. Y.

PARKER PEN Co. has renewed "Ned Calmer and the News," Sat.-Sun. 8:55-9 p.m. over full CBS network for 52 weeks effective June 22. Agency: J. Walter Thompson Co., N. Y.

BORDEN Co., New York, effective Sept. 6 for 52 weeks has renewed Ginny Simms, Fri. 7:30-8 p.m., on CBS. Agency: J. Walter Thompson Co., N. Y.

Net Changes

LEVER Bros., Cambridge, Mass., drops sponsorship of Bob Burns, Thurs., 7:30-8 p.m. on NBC effective June 27. Agency: Ruthrauff and Ryan, N. Y.

Call Assigned

CHNO is call of new 1 kw station on 1440 kc at Sudbury, Ont. Licensee is Sudbury Broadcasting Co. Ltd., with Senator J. R. Hurtubise, president.

Inflation

WHILE PLUGGING a local ladies wear store's 2 for 1 bargain sale on CKGB Timmins, Ont., the announcer reversed his figures. His commercial said "drastic reductions enable budget-minded shoppers to purchase any single article for the original price of two. Remember ladies, 1 for the price of 2!"

FM OUTLET JOINS AMS IN RACE COVERAGE

AN FM STATION joined AM outlets last week in broadcasting the 500-mile Memorial Day (Thursday) automobile race at Indianapolis.

WABW Indianapolis carried a description of the race and earlier, on May 26, also broadcast the record-breaking qualifying run of Ralph Hepburn, who averaged 133.944 miles an hour for four laps. Clifton Smith, announcer, and Robert Lindley, engineer-announcer, handled qualifying run broadcast. The race was to be handled by Announcers Bob Reed, Harold Todd, Clifton Smith, and Robert Fink, and Engineer Alvin Lovell.

The Memorial Day classic also was to be carried by Mutual (see story page 34) and WFBM Indianapolis, and WLBC Muncie.

WABW is licensed to Associated Broadcasters Inc., which also has a grant for a new standard station in Indianapolis, but an application for assignment of license to Evansville on the Air Inc., licensee of WEOA-WGBF Evansville and their FM affiliate, WMLL, is now pending before FCC [BROADCASTING, April 22].

Seeks Mobile Service

FIRST application by a department store for use of 2-way radio to communicate with delivery trucks has been filed with the FCC. The applicant, Rich's Inc., Atlanta, requests a Class 2 experimental urban-mobile land station in the 152-162 mc band to maintain contact within a radius of 50 miles. Company plans to install 50 mobile units in its trucks.

Radiophone Wins

SUPREME COURT of Tennessee has affirmed a decree of the Court of Appeals which granted Radiophone Broadcasting Co., Bristol, Tenn., specific performance of a contract for the sale of real estate needed by the company. The seller had sold the land at public auction, the station being the highest bidder. A deed placed in escrow and signed by the seller was held to satisfy the Tennessee Statute of Frauds.

WNBT Covers

FIRST FILMS of President Truman's address before Congress May 25 were presented on WNBT New York May 27, 8 p.m. Newsreel cameramen of NBC television were permitted to enter the chambers of Congress to record proceedings on film.

BMI *Pin Up* SHEET

Hit Tunes for June

(On Transcriptions)

A STORY BOOK ROMANCE (Block)

STANDARD—Hal McIntyre
PIN UP—Enoch Light
ASSOCIATED—Galli Sisters
MacGREGOR—Music A La Carter
THESAURUS—Novatime Trio
" George Wright
LANG-WORTH—Chuck Foster
" Four Knights

(Ah, Yes) THERE'S GOOD BLUES TONIGHT (Embassy)

THESAURUS—Jumpin' Jacks
MacGREGOR—Music A La Carter
" Lou Bush Orch.
PIN UP—Enoch Light
WORLD—Les Brown
LANG-WORTH—Bobby Sherwood
" Buddy Morrow

ALL THE CATS JOIN IN (Regent)

THESAURUS—Jumpin'Jacks
LANG-WORTH—Frankie Carle

BLUE CHAMPAGNE (Encore)

ASSOCIATED—Richard Himber
STANDARD—Freddy Martin
WORLD—Charlie Spivak
THESAURUS—Vincent Lopez
" George Wright
LANG-WORTH—Johnny Long
MacGREGOR—Henry King

I DON'T KNOW ENOUGH ABOUT YOU (Campbell-Porgie)

LANG-WORTH—The Four Knights
PIN UP—Enoch Light
WORLD—Charlie Spivak
THESAURUS—Novatime Trio
" Music of Manhattan
STANDARD—Leighton Noble
MacGREGOR—Jimmie Greir
" Henry King

LAUGHING ON THE OUTSIDE (B M I)

STANDARD—The Californians
" Pat Kay, Les Paul Trio
MacGREGOR—Don Swan
" Lou Bush
" Jimmy Greir
WORLD—Les Brown
LANG-WORTH—Tommy Tucker
THESAURUS—Vincent Lopez
ASSOCIATED—Richard Himber
PIN UP—Enoch Light

MOON OVER BROOKLYN (London)

WORLD—Guy Lombardo
THESAURUS—Novatime Trio

TOO MANY IRONS IN THE FIRE (Marks)

ASSOCIATED—Galli Sisters

VEM VEM (Pemora)

LANG-WORTH—Ron Perry
WORLD—Jose Morand

WHO TOLD YOU THAT LIE? (Stevens)

ASSOCIATED—Galli Sisters
PIN UP—Enoch Light
THESAURUS—Novatime Trio

WITHOUT YOU (TRES PALABRAS) (Peer)

THESAURUS—Music of Manhattan
PIN UP—Enoch Light
MacGREGOR—Aaron Gonzales
" Jimmie Greir
" Vera Mae Stevens
LANG-WORTH—D'Artega
ASSOCIATED—Victoria Cordova
STANDARD—Carlos Molina

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ACTIONS OF THE FCC

MAY 24 to MAY 30

Decisions . . .

MAY 24
BY COMMISSION EN BANC

AM—990 kc

West Memphis Bcstg. Corp., West Memphis, Ark.—Granted CP new station 990 kc 1 kw daytime.

AM—1450 kc

Tallahassee Appliance Corp., Tallahassee, Fla.—Granted CP new station 1450 kc 250 w.

AM—1490 kc

Charles R. Love, Calexico, Calif.—Granted CP new station 1490 kc 250 w.

AM—1490 kc

Robert L. Weeks, Red Bluff, Calif.—Granted CP new station 1490 kc 250 w.

AM—1490 kc

News-Press Publishing Co., Santa Maria, Calif.—Granted CP new station 1490 kc 250 w.

AM—1400 kc

Big Horn Basin Bcstg. Co., Cody, Wyo.—Granted CP new station 1400 kc 250 w.

AM—1400 kc

Douglas Kahle et al, d/b as The Northern Col. Bcstg. Co., Ft. Collins, Col.—Granted CP new station 1400 kc 250 w.

AM—1490 kc

J. Herbert Hollister, Boulder, Col.—Granted CP new station 1490 kc 250 w.

AM—1230 kc

Upper Mich.-Wis. Bcstg. Co. Inc., Iron Mountain, Mich.—Granted CP new station 1230 kc 250 w.

AM—1340 kc

Alpena Bcstg. Corp., Alpena, Mich.—Granted CP new station 1340 kc 250 w.

AM—1400 kc

KGFL Inc., Roswell, N. M.—Granted CP to increase from 100 w to 250 w and install new transmitter.

AM—1400 kc

Ariz. Radio and Television Inc., Mesa, Ariz.—Granted CP new station 1400 kc 250 w.

AM—1260 kc

W. C. Lucas and Roy Cox, d/b as Asheboro Bcstg. Co., Asheboro, N. C.—Granted CP new station 1260 kc 1 kw daytime.

AM—1190 kc

James E. Murray, Hutchinson, Kan.—Granted CP new station 1190 kc 1 kw daytime.

AM—560 kc

WFIL Philadelphia—Granted CP increase power from 1 to 5 kw with directional antenna, change transmitter site and install new transmitter (Commissioner Durr voting for hearing.)

AM

Woodrow Miller, San Bernardino, Calif.—Adopted an order removing from hearing docket application which was inadvertently designated for hearing on May 2.

AM—1140, 1230 kc

KSOO and KELO Sioux Falls, S. D.—Granted consent to involuntary transfer of control from Joseph Henkin, deceased, to Morton H. Henkin and Ruth J. Henkin, executors of the estate of Joseph Henkin, deceased.

AM—1230 kc

WCLO Janesville, Wis.—Granted consent to voluntary assignment of license from Gazette Printing Co. to Southern Wisconsin Radio Inc., a new wholly owned subsidiary corporation for a consideration of $40,000 as of Nov. 5, 1945.

AM—610 kc

WSGN and WJCT (relay) Birmingham, Ala.—Granted consent to transfer of control from Ruth Lawson Hanson, executrix, and C. B. Hanson Jr., and Henry P. Johnston, executors under the will of Victor H. Hanson, deceased, to Ruth Lawson Hanson, Henry P. Johnston, Clarence B. Hanson Jr., Jas. E. Chappell and Harry B. Bradley, trustees under the will of Victor H. Hanson, deceased.

MAY 24
ACTIONS ON MOTIONS
By Commissioner Durr

WDAS Philadelphia—Granted petition to dismiss without prejudice its application for a new television station.

Pawtucket Bcstg. Co., Pawtucket, R. I.—Granted motion for leave to amend its application for new FM station, so as to supply revised engineering data based on current FM Standards of Good Engineering Practice as requested by the Commission.

Indianapolis Bcstg. Inc., Indianapolis—Granted petition for leave to amend its application for a new FM station so as to supply additional engineering information as requested by the Commission; request a rural station instead of a metropolitan station, and the amendment was accepted.

Balaban & Katz Corp., Chicago—Granted petition for leave to amend its application for FM station so as to specify various changes in the estimates of installation costs; changes in the antenna and transmitting equipment, and the amendment was accepted.

Jose Bechara Jr., Mayaguez, P. R.—Granted petition for waiver of Sec. 1.384, and accepted petitioner's late appearance in re application for CP.

Charleston Bcstg. Co., Charleston, S. C.—Granted petition insofar as it requests leave to amend its application for CP so as to specify frequency 1340 instead of 1450 kc; change paragraph of application so as to reflect the change in frequency, and the Commission on its own motion removed the application as amended from the hearing docket.

Blue Valley Co., Independence, Mo.—Granted petition for waiver of Sec. 1.384 of the Commission's rules and accepted petitioner's written appearance, in re application for CP.

Scripps-Howard Radio Inc., Cleveland—Granted petition to amend its application for new television CP so as to show revised information in financial data; revised programming and staffing plans, etc., and the amendment was accepted.

Queen City Bcstg. Co. Inc., Boise, Idaho—Granted petition requesting 30-day extension of time within which to file exceptions to the Commission's proposed decision involving application of petitioner and that of KFXD and the time within which Queen City Bcstg. Co. may file its exceptions and request oral argument was extended to June 21.

Knight Radio Corp., Chicago—Granted petition to dismiss without prejudice its application for FM CP.

Westinghouse Radio Stations Inc., Pittsburgh—Granted motion to dismiss without prejudice its application for a new television station.

The Eagle-Gazette Co., Lancaster, Ohio—Granted petition to dismiss without prejudice its application for a new station.

WLAW Lawrence, Mass.—Granted petition for leave to intervene in the hearing on application of Tower Realty Co. for a new station in Baltimore, scheduled for hearing June 6.

Lee Segall Bcstg. Co., Houston, Tex.—Granted motion to dismiss without prejudice application for a new CP, subject to the right of later reinstatement under provisions of the Commission's public notice of Jan. 5.

Don Lee Bcstg. System, San Francisco—Granted petition for leave to amend its application for new television CP so as to supply complete engineering data; specify exact transmitter site; specify channel 2, and to change paragraphs so as to show the complete engineering data.

The Outlet Co., Providence, R. I.—Dismissed petition requesting removal of its application for television CP from hearing docket and grant without hearing. (On May 10 the Commission granted this application thereby rendering the instant petition moot.)

Southwest Bcstg. Co., Eastland, Tex.—Granted petition to dismiss without prejudice application for new station.

WCKY Cincinnati—Dismissed petition requesting leave to intervene in the hearing on application of Patrick Joseph Stanton. On May 10 the application of Stanton for a new station in Philadelphia was granted, thereby rendering the petition moot.

Sunland Bcstg. Co., El Paso, Tex.—Granted petition requesting reinstatement of its application for a new station (1340 kc 250 w U) which was dismissed without prejudice Jan. 21, etc. and the application was reinstated.

KYW Philadelphia—Granted petition requesting leave to intervene in the hearing on applications of WNOE and application of Deep South Bcstg. Corp. and Sec. 1.385(d) of the Commission's rules was waived.

Electronic Time Inc., New York—Granted motion for continuance of hearing on its application for a developmental high frequency station, now scheduled for June 3, and continued same to July 8.

Tower Realty Co., Baltimore, Md.—Denied petition requesting continuance of hearing now scheduled for June 6, in re its application and that of WCBM.

Midwest Bcstg. Co., Mt. Vernon, Ill.—Granted petition requesting leave to amend its application for CP so as to specify a Western Electric Transmitter Type "443A-1" instead of Type "442-A1," and the amendment was accepted.

WJW Inc., Cleveland—Granted petition requesting leave to amend its application for a new FM station so as to supply a complete description of the equipment to be used, supply other technical information; the amendment was accepted and the record in the proceeding reopened for the purpose of receiving the above-mentioned amendment only.

Allen B. DuMont Labs. Inc., Cleveland—Granted petition requesting leave to amend application for new television station so as to show changes in articles of incorporation; bring the engineering data up-to-date, etc. and the amendment was accepted.

The A. S. Abell Co., Baltimore; WEEU Reading, Pa.—The Commission on its own motion, continued the consolidated hearing on these applications now scheduled for June 6, without date, until further order of the Commission.

Troy Bcstg. Corp., Troy, Ala.—Granted petition insofar as it requests removal of its application for CP from hearing docket, and said application was removed from docket.

Atlantic Radio Corp., Boston—Granted petition requesting leave to amend its application for CP so as to specify a slight modification of its DA array etc.; Sec. 1.254 of the Commission's rules was waived, the amendment was accepted and the further engineering hearing on the application as amended continued to June 24, in consolidation with other applications requesting 550 kc heretofore scheduled at said time.

Radio Bcstg. Inc., Hot Springs, Ark.; Ark. Valley Bcstg. Co., Ft. Smith, Ark.—The Commission on its own motion continued the consolidated hearing on these applications from May 27 to June 2.

American Jewish Congress, New York—Denied petition requesting leave to intervene in the hearing on application of News Syndicate Co. Inc. for a new FM station in New York, scheduled for July 1.

Newnan Bcstg. Co., Newnan, Ga.—Granted motion for leave to amend its application for a new station so as to specify a modified DA pattern, and the amendment was accepted.

Volunteer State Bcstg. Co., Nashville, Tenn.—Granted petition requesting leave to amend its application for CP so as to add a fifth element to the DA array, and to change paragraphs 21 etc., so as to reflect changed engineering data, and the amendment was accepted.

Lake Superior Bcstg. Co., Duluth, Minn.—Granted petition for continuance of hearing now scheduled for May 24 on application for CP and the hearing was continued to July 23.

WCMI Ashland, Ky.—The Commission on its own motion ordered the hearing on application for CP now scheduled for May 31 continued to July 1.

MAY 27
BY COMMISSION EN BANC

AM—970 kc

Radio Peoria Inc., Peoria, Ill.—Designated for hearing application for a new station to operate on 910 kc 1 kw DA.

AM—1470 kc

WMBD Peoria, Ill.—Adopted an order granting petition insofar as it requests reinstatement of application for CP to increase night power from 1 to 5 kw and to amend application to bring up to date information on officers and their interests and station finances, denied in other respects, and designated said application for hearing.

AM—1510 kc

San Diego Bcstg. Co., San Diego, Calif.—Adopted an order designating for hearing application for new station to operate on 1510 kc 5 kw unlimited time DA day and night.

AM—940 kc

KTKC Visalia, Calif.—Designated for hearing application for CP to change transmitter site and studio location of station KTKC from Visalia to Fresno, Calif.

(Continued on page 72)

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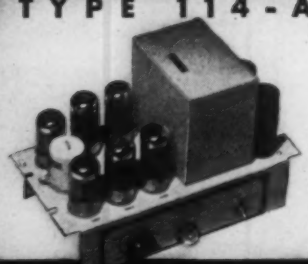

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FCC Actions

(Continued from page 70)

AM—770 kc

WJZ New York—Denied petition of WJZ described as "Petition for prompt decision" upon the application of station KOB for CP and license to cover CP.

AM

WTAW College Station, Tex.—Adopted order denying motion of WTAW to dismiss application of Frontier Bcstg. Co. (WACO) Waco, Tex., for modification of CP.

AM

Douglas L. Craddock, Leaksville, N. C.—Granted authority to use call letters WLOE to identify new station granted on March 13.

AM—900 kc

Pilgrim Bcstg. Corp., Manchester, N. H.; Nashua Bcstg. Corp., Nashua, N. H.—Designated for consolidated hearing the application of Pilgrim Bcstg. Corp. for a new station to operate on 900 kc 1 kw daytime only, with application of Nashua Bcstg. Corp. seeking the same facilities.

AM—1490 kc

V. L. Rossi and John D. Rossi, d/b as Bee Bcstg. Co., Beeville, Tex.—Designated application of Bee Bcstg. Co. for CP to operate on 1490 kc with 250 w unlimited time, in a consolidated proceeding with KFDA, and ordered the bills of particulars heretofore issued in these proceedings be amended to include the Beeville application.

AM—930 kc

WOLS Florence, S. C.; WJAX Jacksonville, Fla.—Designated for hearing application of WOLS for CP to change facilities from 1230 kc 250 w unlimited, to 930 kc 1 kw, DA at night, install a new transmitter and move transmitter, in a consolidated proceeding with application of WJAX for CP to change facilities from 930 kc 1 kw night, 5 kw-LS, U. to 930 kc 5 kw U. DA.

AM—1400 kc

News Publishing Corp., Charlotte, N. C.—Designated for hearing application for a new station to operate on 1400 kc 250 w.

AM—1580 kc

N. Joe Rahall, et al, d/b as Allentown Bcstg. Co., Allentown, Pa.—Granted CP for a new station to operate on 1580 kc 1 kw daytime only.

AM—1340 kc

Charleston Bcstg. Co., Charleston, S. C.—Granted petition to amend application for CP so as to specify the frequency 1340 kc instead of 1450 kc 250 w unlimited time, and the application as amended was granted.

AM—1490 kc

Troy Bcstg. Co., Troy, Ala.—Granted petition for reconsideration and grant of application for a new station and granted CP to operate on 1490 kc 250 w unlimited time.

AM

Sam Morris, San Antonio, Tex.—Denied petition for rehearing and "extension of decision and order" directed against the Memo. Opinion and Order of the Commission of March 27, denying petition of Sam Morris, for denial of the application of KRLD for renewal of license.

AM—790 kc

WGRC Louisville, Ky.—Denied petition requesting that its application for a CP to change facilities from 1400 kc 250 w unlimited time, to 790 kc 5 kw day, 1 kw night, with change in transmitter location and installation of new transmitter with DA, designated for hearing in a consolidated proceeding with application of WKPT, be removed from the docket and granted without hearing; and ordered that the bill of particulars heretofore issued with respect to this application be amended.

AM—790 kc

WKPT Kingsport, Tenn.—Denied petition requesting that its application for CP to change facilities from 1400 kc 250 w unlimited time, to 790 kc 1 kw, with change in transmitter location and a DA for night use, designated for consolidated hearing with application of WGRC, be removed from the docket and granted without hearing; and ordered that the bill of particulars heretofore issued be amended.

AM—610 kc

KDAL Duluth, Minn.—Designated for hearing application for renewal of license, to be heard in consolidation with application requesting increase in power from 1 to 5 kw, on 610 kc, install new transmitter and change DA for night use.

AM—1480 kc

Radio Wisconsin Inc., Madison, Wis.—Ordered retention in hearing status of application to operate on 1480 kc 1 kw DA-N, unlimited time, and ordered the hearing issues amended.

AM—1480 kc

KTBS Shreveport, La.; Edwin Mead, Rockford, Ill.—Designated for hearing KTBS application to operate on 1480 kc 1 kw non-directional to 5 kw, using directional antenna day and night, in consolidation with application of Edwin Mead for a new station to operate on 1480 kc 1 kw unlimited time with directional antenna day and night.

AM

Edwin Mead, Miami Beach, Fla.—Denied petition requesting leave to intervene in hearing of Radio Wisconsin and Ohio Bcstg. Co.

AM—1480 kc

WHBC Canton, Ohio—Granted CP to increase power of station WHBC presently operating on 1480 kc, 1 kw DA-N U, to 5 kw, install new transmitter and directional antenna (night) and change transmitter locations; conditions. (Commissioner Durr voting for hearing.)

RENEWAL OF LICENSES

The following stations were granted renewal of licenses for the period ending Feb. 1, 1949: KFDA KFXD WAJR WCBT WDSM WESX WHLN WJBC WJOB WLOG KFJB KSUN KWG WAYX.

The following stations were granted renewal of licenses for the period ending May 1, 1949: WJLS KFDM KFYR KOAC KLZ WSYR WNAX KGMB and auxiliary, WEEI WKZO WLBZ WMAL WMAM.

The following stations were granted renewal of licenses for the period ending Nov. 1, 1948: KYA WHKY WTAQ WFBM and auxiliary.

WLAY Muscle Shoals, Ala.—Granted renewal of license for the period ending Feb. 1, 1948.

WINS Hearst Radio Inc., New York—Granted renewal of license for the period ending May 1, 1948 (Commissioner Durr voting for hearing).

WKRO Cairo, Ill.—Granted renewal of license for the period ending Aug. 1, 1948.

WNBR Jacksonville, Fla.—Same except for period ending Aug. 1, 1947.

MAY 27
BY COMMISSION EN BANC

The following stations heretofore given conditional FM grants and engineering approvals, were granted regular construction permits: Georgia-Ala Bcstg. Corp., Columbus, Ga.; Minnesota Bcstg. Corp., Minneapolis, Minn.

Chronicle Publishing Co., San Francisco—Adopted an order designating for consolidated hearing application for a television station with applications of American Bcstg. Co. Inc., The Assoc. Broadcasters Inc., Don Lee Bcstg. System, Hughes Tool Co., Television Productions Inc. and Dorothy S. Thackrey.

MAY 28
BY COMMISSION EN BANC

AM—1170 kc

Mattoon Bcstg. Co., Mattoon, Ill.—Granted CP new station to operate on 1170 kc 250 w, daytime only.

Columbia Bcstg. System Inc.—Granted request for waiver of Section 3.406 so as not to require half-hour identification of stations broadcasting "Operation Crossroads" program on May 28 1946.

American Bcstg. Co. Inc.—Granted extension of waiver of requirements of Section 3.407 in cases of transcribed network broadcasts which are broadcast by stations on standard time one hour after regular broadcast on daylight saving time, until September 2 1946, the end of daylight saving time.

(Continued on page 86)

AID FOR BROADCASTERS AND APPLICANTS

Washington representation is essential before filing for FM or AM. Perfecting applications requires advice on regulations, requirements and procedure, and often avoids hearings. Technical and program assistance available.

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New WKNB Announces Aug. 1 Starting Schedule

PLANS to go on the air on or before Aug. 1 and the naming of Walter M. Windsor as station manager of the new WKNB New Britain, Conn., was announced last week by the licensee, New Britain Broadcasting Co. Station was granted earlier this year and will operate with 1 kw daytime on 840 kc, the I-A clear channel of WHAS Louisville, Ky.

Mr. Windsor was recently released from the service after 3½ years with Armed Forces Radio Service. During the war he was with the Hollywood AFRS staff, went overseas to manage the expeditionary station at Ahwaz, Iran, and then upon returning to the States and receiving a V-J day commission, was named officer in charge of the hospital broadcasting system at McGuire General Hospital, Richmond, Va. Prior to service, Mr. Windsor was with various stations and on the writing staff of J. Walter Thompson Co.

Main WKNB studios will be at 213 Main St., New Britain, and transmitter is to be built at Newington, halfway between Hartford and New Britain. Auxiliary studios are also planned in nearby communities.

Adam J. Young Jr. Inc. has been chosen as WKNB's national representative and Associated Press news service has been signed. Transcription libraries are to be World and Capitol.

New Britain Broadcasting Co. also holds a conditional FM grant for WKNB-FM on a metropolitan Hartford channel.

CKGB 5 kw Plans

CKGB Timmins, Ont., expects to be on the air this summer with its new 5 kw transmitter. CKWS Kingston, Ont., expects to be on the air with 5 kw by end of July. CJKL Kirkland Lake, Ont., expects to be ready with its 5 kw transmitter by mid-June, according to Jack Davidson, supervisor of Northern Broadcasting Co. stations at Toronto.

FATHER'S DAY may be near but nevertheless Jeffrey Putnam, 4, is making Daddy George A. Putnam eat his own words. That's possible since Mr. Putnam as the announcer on *Portia Faces Life*, NBC, daily 5:15-5:30 p. m. EDT, has been telling listeners about Grape Nuts and other General Foods products for the past five years. Agency for show is Young & Rubicam, New York.

Mars Switch

MARS Inc., Chicago, through Grant Adv., that city, effective July 6 moves *Curtain Time* from ABC, Thurs. 9-9:30 p.m., to NBC, Sat. 7:30-8 p.m. Vincent Pelletier will replace Lew Valentine temporarily as m.c. when latter succeeds Jimmie McLean as Dr. I.Q. June 3 for same sponsor on NBC, Mon. 10:30-11 p.m.

CONSTRUCTION BAN STIFFENED BY CPA

STIFFENING the ban on construction projects as part of the plan to expedite the veterans' housing program, Civilian Production Administration last week added additional types of structures to its lists of building types affected by CPA Order No. 1.

Broadcast stations, coming within the $1,000 small-job allowance, are included in the CPA's revised lists of building types affected by status. Newspapers are permitted up to $15,000 construction without the necessity of getting a local CPA building permit.

CPA's new list again exempts radio towers from its restrictions, since they do not come within its definition of "structures." CPA defines a structure as "any building, arena, stadium, grandstand, pier, moving picture set or billboard."

In its program CPA never considers related work to be one job if the work is done on two or more separate structures. Under this rule a broadcast station could spend up to $1,000 in a studio building and up to $1,000 in a transmitter building if the two were separate structures. The $1,000 limit is not concerned with utility facilities such as power or telephone lines or cables, or sewers.

RECORDING of George Hicks, ABC commentator, D-Day broadcast from the deck of an allied warship, has been made by Crown Records, New York, on two 10-inch records for public sale.

HORACE N. STOVIN AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

First in Birmingham Since 1925
With The Programs Listened To Most!
★ Jack Benny
★ Fred Waring
★ Fibber McGee & Molly
★ Red Skelton
★ Eddie Cantor
★ Bob Hope
★ Bing Crosby
★ Mr. District Attorney
NBC WBRC BIRMINGHAM'S BEST RADIO BUY!
Paul H. Raymer Co., *Representative*

WINN
LOUISVILLE
Home of the Kentucky Derby
AMERICAN WINN BROADCASTING COMPANY
Represented by
BROADCAST SALES COMPANY
New York and Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco
★
HARRY McTIGUE
General Manager

RECORDERS SHUNNED
Radio Pickups Not Permitted At News Conferences

GROWING prejudice by national personalities against recording of news conferences is noted by KQW San Francisco. Latest refusal came from former President Herbert Hoover, who would not let three wire recorders take his prepared statement at a news conference. He said he could not permit his voice to be heard on the air prior to a scheduled radio appearance a week later.

Gen. Omar Bradley would not let wire recorders take his words at a news conference. He offered no reason. San Francisco radio newsmen can't understand why news-conscious personalities permit quotation and photographs in the press but deny radio the right to record their words. One suggested reason is that they cannot use the old "I was misquoted" gag when the words are on a recording.

CFOS Boosts Power

CFOS Owen Sound, Ont., has been given permission to increase power from 250 w to 1 kw on 1470 kc, according to station's representative, H. N. Stovin & Co., Toronto. CJBR Rimouski, Que., has begun daytime operations with new 5 kw Northern Electric equipment. CKCW Moncton, N. B. is now testing its new 5 kw RCA transmitter.

AFFILIATES OF NBC DISCUSS PROGRAMS

THIRTY representatives from NBC affiliated stations last week attended a program and production managers meeting at the network's New York headquarters.

The group was welcomed by C. L. Menser, NBC vice president in charge of programs, who stressed need for cooperation between the network and its affiliates for improved programming and urged station men to be alert for new talent.

Other NBC executives who addressed the group were: Thomas C. McCray, NBC national program manager; Warren Wade, executive director of television department; Robert K. Adams, national production manager; Edwin Dunham, producer in production division; Richard McDonagh, manager of script division; Ernest La Prade, director of music research, music division; Frederick G. Knopfke, manager of sound effects division; Joseph K. Mason, manager of continuity acceptance department, Dwight B. Herrick, manager of public service department; Francis C. McCall, manager of news and special events department; Easton C. Woolley, director of stations department; Hugh M. Beville, director of research department; Ray Porteous, manager of audience promotion in the advertising and promotion department; Sydney H. Eiges, manager of press department.

The meeting was also attended by Tzuti Yieh, Chinese government radio representative who is studying U. S. broadcasting, and by Daniel Sage Mora, member of Chilean government's communications regulatory commission.

ALL-VET STAFF of the new WNCA, ABC outlet in Asheville, N. C., during the recent opening night ceremonies were (l to r): Joseph C. Duncan, former Navy chief petty officer, chief engineer; Carl Greene, ex-AAF lieutenant, announcer; Traffic Director Bill Ward, infantry veteran; General Manager C. Fredric Rabell, Navy lieutenant commander; Program Director Bob Amos, from the infantry and AAF; Commercial Manager Robert M. Lambe, former AAF captain. Inaugural program was *Town Meeting of the Air*, moderated by George V. Denny Jr., whose mother, a resident of Asheville, was interviewed by WNCA before the network pickup.

Equitable Combatting Juvenile Delinquency

EQUITABLE Life Assurance Society of the U. S., New York, sponsor of *This Is Your FBI* on ABC, in cooperation with ABC and the FBI, has inaugurated a series of local meetings for teen-agers throughout the country in an effort to combat juvenile delinquency.

Rallies are held in local auditoriums and are conducted by local representatives of the Equitable Society, the FBI and representatives from the ABC affiliate nearest the town where the meeting is held.

Equitable program on ABC is placed through Warwick & Legler Inc., New York.

Students of Journalism Study KSD News Method

TWO students from Northwestern U. were guests of KSD St. Louis in a two-day study of the station's newscasting and general station activities. Invitation to "come and see for yourselves" followed a request for information on how the station handled news coverage. Students were Benjamin H. Baldwin, graduate student, and Alice Methudy, senior in the University's Medill School of Journalism.

Their activities included interviews with heads of KSD departments, Ad Club luncheon, covering news beats with a KSD reporter, news conference, observation of newsroom operation, actual writing of newscasts and an interview with both students which was broadcast. According to the station, the two returned to Chicago and appeared to be completely sold on KSD's news handling and the station's policy against middle commercials.

SERVING FORT WAYNE
Civic Programs Broadcast In Class A Time

WGL Fort Wayne has appointed a civic events director, Mildred Jones, to arrange special public service broadcasts. Three live local programs have been started in Class A time. Started May 7 was *Susie Smith Sees the City*, revealing the inner workings of Fort Wayne as seen through the eyes of an eight-year-old girl. It is heard at 7:15 p. m. Fridays.

Tuesday and Thursday evenings at 6:35 WGL stages live public service programs. Space to promote the programs is used in the radio section of a local newspaper, and they are promoted on the air.

When you buy

NBC

be sure you get

KOH

RENO, NEVADA

Serving Wealthy Western Nevada

Paul H. Raymer Co., National Representatives

1000 Watts 630 Kilocycles

CHNS

HALIFAX NOVA SCOTIA

THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES

ASK JOS. WEED & CO.

350 Madison Ave., New York

He Has the Reasons Why!

Brand Names to Fight Detractors of System

CAMPAIGN by the Brand Names Research Foundation to defeat "detractors of the brand names system of competitive distribution" has been launched in Baltimore. At a luncheon given by the Advertising Club of Baltimore May 22 representatives of 40 companies producing a total of 56 Maryland brands in use for 50 years or more were honored. The night before at a dinner the Foundation had awarded certificates of public service to the 56 brand names [BROADCASTING, May 27].

At the luncheon Henry E. Abt, secretary and managing director of the Foundation, presented the Foundation Plan Book which outlined a campaign against what Mr. Abt described as "unsupported charges which are being loosed continuously by the self-appointed spokesmen for consumers who have written into economic texts, buymanship bulletins and other widely circulated media, the false notions —that consumers are hopelessly confined, that advertising raises the costs of goods, and that brand names are monopolies and that distribution is insufficient."

KGW-League Winners

KGW Portland, Ore., and the Portland League of Women Voters have announced winners of contest among Northwest colleges to send two students to the United Nations Conference. Selected were Lois Conkey, U. of Oregon senior, and Troy M. Strong, sophomore at the College of Puget Sound. The two are to present the polled opinion of more than 47,000 college students in the Northwest on the subject "The Student's Place in the Atomic Age." Contest was part of station's cooperation with NBC's United Nation's project.

Judges were H. Quenton Cox, general manager of KGW; Mrs. W. St. Pierre, past president of the League; and Ted R. Gamble, former national director of the war finance division, U. S. Treasury.

CASH prizes of $50 and $25 are being given each month to two KMPC Hollywood employes who submit in writing best suggestion for improvement in station's operation.

KOIN

"In the People's Cause"

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS, Inc., Nat'l Rep.

WELI'S CIVIC CAMPAIGN

Station Spots Backing Local Groups in Drive To Modernize New Haven's Charter

JOINING other civic-minded organizations of New Haven in a campaign for a new and modernized city charter to replace the one adopted in 1784 under which the city now operates, WELI New Haven in cooperation with the League of Women Voters is presenting a series of dramatized one-minute spots, of which the following is typical.

Announcer: A one-minute episode in the lives of a New Haven lawyer and his son. The scene is the living room after dinner.

Son: Will you help me with my arithmetic again, Dad?

Father: Sorry, son. Got too much home work of my own tonight. See this big fat book?

Sound: Leaves of book whirring.

Son: What's that?

Father (disgusted): The conglomeration known as the Charter of New Haven.

Son: But, gee, Dad, you're a lawyer, so—

Father: Even lawyers can't understand it. And being an alderman with a petition to—

Son: What's a petition?

Father: Well, we want to increase the salary of the man who gives free legal aid to the poor. Increase it to $1,200. I've searched through this blamed charter twice. Now I'll spend half the night finecombing it again.

Son: What for, Dad?

Father: A provision that tells me if we must merely publish the petition in the newspapers three times, or have public hearings.

Son: I don't understand, Dad.

Father: Neither does anyone else who has to depend on this old 1784 Charter! We need a new one!

In advocating a modern charter for New Haven, WELI is combating the city's only newspaper which is two years older than the charter and is opposed to its revision. Newspaper is also opposed to radio as another unnecessary modern innovation.

Spots, produced by Carr & Stark Inc. with professional talent, are part of a campaign of participation in civic affairs by WELI which expects that its display of civic consciousness will help make the people of New Haven increasingly WELI-conscious.

Dr. DuBridge Named

DR. LEE A. DuBRIDGE, nuclear physicist, credited with developing much of this country's wartime radar equipment, has been elected president of California Institute of Technology, Pasadena, Calif., and assumes office in September, at beginning of next academic year. Dr. DuBridge, 45, succeeds Dr. Robert A. Millikin who retired last August. During war Dr. DuBridge served as director of the Radiation Laboratory at Massachusetts Institute of Technology. Supervising work of 3,900 persons, Dr. DuBridge guided output of two billion dollars worth of radar equipment for armed forces.

Deupree Appointed

RICHARD R. DEUPREE, president of Procter & Gamble, has been appointed chairman of the Army and Navy Munitions Board. The Board studies problems of industrial preparation for any national eventualities, and estimates the part that industry can play, while finding the limited zone which requires Government action. In addition to Mr. Deupree, who is the civilian chairman, the Board is composed of the Assistant Secretary of the Navy and the Under Secretary of War.

CFJM Trophies

CFJM Brockville, Ont., has donated two trophies, for outstanding boy and girl athletes of the community. Owner Jack Murray has been interested in sports for boys and girls in Toronto for a number of years.

NEW FARM PROGRAM SERVICE ANNOUNCED

A NEW SYNDICATED farm program service has been announced by the National County Agent News Syndicate, Philadelphia. Plans are for a daily, low-cost, quarter hour program script, extending Monday through Saturday, and to be released from the Washington office of the syndicate.

Address of the Washington office and the appointment of a well-known farm authority to be in charge there will be announced in the next fortnight, according to Samuel L. Veitch, president, Ware Bros. Co., and in charge of publicity for the syndicate. In addition, other branch offices will be opened throughout the country to enable farm reporters to procure program material of particular interest to station listeners in their respective areas.

Also since the program material is to be of such sectionalized nature, the service is being offered only to those stations with 5,000 w power or less.

Advance information can be had from NCANS headquarters, 1330 Vine St., Philadelphia. The sponsors of this new farm service at present publish several magazines of agricultural nature, among which is the *National County Agent & Extension Review*.

Unfailing Dependability

TURNER U9S DYNAMIC

FOUR impedances at your finger tips

Whatever impedance you need—50 ohms, 200 ohms, 500 ohms, or high impedance, you get it quickly with the turn of the switch on Turner U9S Dynamic. Ruggedly built to handle toughest jobs. Adjustable saddle permits semi- or non-directional operation. Professional gun metal type finish. Range 40-9000 cycles free from peaks or holes. Level -52DB at high impedance. Complete with 20 ft. removable cable set.

Ask your distributor or write

THE TURNER CO.

914 17th Street, N. E., Cedar Rapids, Iowa

Licensed Under U. S. Patents of the American Telephone and Telegraph Co., and Western Electric Co., Incorporated.

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TURNER

Pioneers in the communications field

Free Microphone Catalog Write for Your Copy

Microphones

LONDON LETTER—By William Pingrey

BBC Fails to Carry Big Fight; Church Television Is Vetoed

BBC did not broadcast Britain's biggest fight—Gus Lesnevich's defense of his world light heavyweight title against Freddie Mills. BBC offered 150 pounds ($600) for rights to broadcast the bout May 14, but Promoter Jack Solomons asked 1,000 pounds ($4,000).

When Mills and Lesnevich were swamped with letters from fans protesting at this, they asked for a compromise. Solomons offered the rights for 500 pounds ($2,000), the sum to go to any charity specified by BBC. But BBC said the fee was too high.

* * *

Television broadcast of church services has been vetoed by BBC, Dr. J. W. Welch, director of religious broadcasting, explaining: "It would be intolerable to televise the ordinary church service. The camera would rove round the chapel and record everything worth recording in the space of three minutes."

* * *

Deadline for the British Musicians' Union ultimatum to BBC to discontinue repeat broadcasts of recorded band and orchestral performances has been deferred from May 31 to June 30. The BBC does not want to give up use of recorded music and negotiations to arrive at a compromise have been in progress since the union served notice March 1 that it was terminating an agreement made in 1942.

* * *

Jonah Barrington, radio critic of the *London Sunday Chronicle*, appeals to Dr. Victor Hely-Hutchinson, BBC music chief, to replace the topheavy broadcasts of boogie-woogie music with more orchestral concerts.

Despite new interest in Bach and Beethoven, he wrote, the Home Program carries only 30½ hours of orchestral concerts a month and the Light Program 20 hours. Barrington advised supplementing the BBC orchestras with concerts by the symphony orchestras of the larger British cities, adding:

"And why, thinking internationally, cannot the BBC negotiate for visits from the great American orchestras—the Philadelphia, the Boston and the NBC?"

* * *

BBC's Russian language broadcasts to the Soviet Union, started March 24, are being listened to and reception is good, it was stated last week in Parliament by Hector McNeil, of the Foreign Office.

"OUTDOOR LIFE TIME"

Produced in association with OUTDOOR LIFE Magazine—

the 15-minute, open-end transcribed outdoors program that has EVERYTHING!

- A ready-made audience numbering more than 26,000,000 hunters and fishermen.
- Optional mail-pulling contest and point-of-sale promotion.

For Audition Recording write, wire or phone

RICHMAN PRODUCTIONS

10 East 43rd St. New York 17, N. Y.

MUrrayhill 2-5854

In the Public Interest

War Trophy Spots

WFIL Philadelphia has asked Mayor Bernard Samuels to record six one-minute spot announcements requesting everyone in the Philadelphia area to register all war trophies with the police. This public service is being done in connection with the high accident rate caused by exploding war souvenirs and the many crimes being committed with souvenir guns and pistols. Program director Jack Steck of WFIL has prepared speeches to be read at 300 schools throughout the city in conjunction with the drive and has coached a team of speakers to deliver these talks.

* * *

Aids Fund Drive

UNDER GUIDANCE of Special Events Director Marshall B. Shantz Jr., WJTN Jamestown, N. Y., is giving aid in a community drive to raise a half-million dollars for the W. C. A. Hospital Campaign. Opening dinner of campaign workers was broadcast and complete series of program. *Is There a Doctor in the House*, has been planned for the duration of the campaign. In addition, WJTN is conducting on-the-spot interviews with doctors and nurses of the hospital, using spot announcements urging donations to the fund and presenting daily reports on the progress of campaign.

* * *

Save a Life Booth

WWDC Washington has set up a "Save-A-Life" booth at the corner of Connecticut Ave. and K St. to raise funds for purchase of food for starving people overseas. In cooperation with the Washington Food Conservation Committee, booth is operated by the station, with Willis Conover, announcer, doing announcements and broadcasts from the corner. Booth is decorated with UNRRA pictures of starving children, and displays contribution cans for one cent to $1. Ira Walsh, WINX director of public affairs, is in charge of all activities connected with the project.

* * *

In Canine Interest

WCCO Minneapolis performed a service in the canine interest, if not the public interest when it broadcast an appeal for a dog to feed 11 newly-born puppies. Mrs. Rosemary Carnes called the station to ask for aid when her golden retriever died after having given birth to a litter of 11. Cedric Adams aired the problem on his 10 p. m. newscast and response included that of a registered nurse who offered to feed the pups with an eye-dropper every two hours. A more practical suggestion came from Clayton Anderson who had two Labradors. By 2 a. m., the pups were being fed by their adopted mothers.

* * *

Famine Pleas

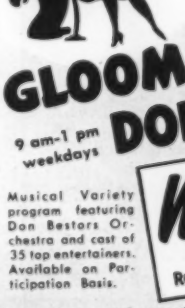
AT LEAST 100 times a day between programs WCAU Philadelphia announcers say, "Help the starving, buy a 15-cent food coupon today." The city has a food purchase plan. In addition every local artist and newscaster explains the drive and appeals for cooperation. Dr. Leon Levy, WCAU director, terms the 2½-week campaign "the most comprehensive public service feature ever attempted in the station's history."

WHIO's Power

WHEN POWER failed in Dayton during the President's May 24 address on the train strike, the power of WHIO came to the rescue. Exactly at 10 p. m. when the President began his talk, the electricity in a large section of Dayton went off. The station was besieged with phone calls. When it was found that the power would be back on by 11:15, WHIO transcribed the talk and rebroadcast it for the listeners immediately as soon as the power returned.

Urges Color

TESTS conducted by the CBS Television Audience Research Institute indicate that the proportion of the public willing to buy television receivers at present stage of development may be large enough to yield set manufacturers a "handsome profit," but too small to provide mass audience advertisers want. Dr. Donald Horton, manager of Institute, told the American Marketing Assn. in Boston. CBS believes the only solution is to improve television image so initial customer resistance is overcome, said Dr. Horton. He added that CBS feels color video in ultra-high frequencies is the answer.



BEST 50,000 WATT BUY OF THE WEEK

GLOOM DODGERS

9 am-1 pm weekdays

Musical Variety program featuring Don Bestors Orchestra and cast of 35 top entertainers. Available on Participation Basis.

WHN NEW YORK Rep. by RAMBEAU

OSS Radio . . Key to Allied Successes

Col. Lowman Describes Intrigue, Dangers Of Service

LONG MONTHS before the Allied armies swept onto beaches of France, a disheveled peasant walking down the left side of the main street of a village in Northern France suddenly found himself surrounded by German soldiers and put under arrest.

The arrested man, an OSS agent, had failed to read a sign posted by the Germans the night before requiring all citizens of the town to walk down the right side of the street. And so another member of the world-wide network of underground radio would disappear, his place soon to be taken by another to keep the allies informed on conditions existing within enemy lands.

Col. Lawrence W. Lowman, CBS vice president in charge of television who last week received the Legion of Merit for the part he played in developing the world-wide network of clandestine stations, told of the work of OSS radio in war. Stories such as the "peasant" were commonplace, he said.

The American OSS started from scratch, Col. Lowman said. He praised the British for their cooperation in helping the U. S. to set up their group. The personnel of OSS was drawn from every branch of the service, speaking such diverse tongues as Mandarin and High German for example.

Into Enemy Lands

These men, after an indoctrination as to what they should seek out in a particular country would then be parachuted into the country, set up their radios and begin to operate. One man who had been in Munich, Germany for some time and was doing an excellent job in that hotbed of Nazidom went off the air for over a week, and OSS was sure he had been caught. One night, however, his radio pick-up plane got this message: "Fell down stairs in air-raid—now need truss." Never stopped by any problem the OSS got one to him and he carried on until the war's end.

The colonel, who joined CBS in 1929, stated that by the end of the war, OSS communications was operating from bases in Ceylon, Algiers in North Africa and from a clandestine base in England which was the base of all the North and Central European agents. The men operated their little sets between 3 and 8 or 10 mc range, with a supply of several crystals cut to their alloted frequencies.

Contact System

They used the point-to-point system of communication that had never been fully exploited by the Signal Corps until the OSS began to develop its own communications system. It was found necessary to develop their own system after Maj. Gen. William Donovan, head of OSS, decided that the other means of communication would entail messages passing through too many hands.

In the powder keg of Europe, the Balkans, OSS communication men were diplomatic and played along with both Mihailovich and Tito, often having to scurry out of the line of fire when one faction would raid the other.

Despite the claim of German and Japanese propaganda that their direction finders succeeded in removing most of the clandestine radios, Col. Lowman says they exaggerated greatly. For the amount of men utilized in the effort an exceedingly small percentage of them were caught.

Messages from all over the world were then sent by the OSS communications system to Washington. The OSS still claims to have found out more about Nazi activities in Spain than even the State Department could find.

FM Station Facsimile Is Developed by Finch

NEW facsimile equipment designed primarily for FM broadcasters has been announced by W. G. H. Finch, president Finch Telecommunications Inc., Passaic, N. J.

Especially emphasized is the new Finch broadcast studio facsimile transmitter-monitor system consisting of two-high-quality precision facsimile scanners. Each has an associated monitor receiver, power units, amplifiers and selective switching arrangements to insure uninterrupted transmission of facsimile pages. Unit is provided with automatic copy loading and ejection device and switching, thus enabling operator to control both scanning systems, the manufacturer says.

FM broadcasters who shortly will install Finch facsimile apparatus are: WMGM New York, WGHF New York, KMGM Hollywood, KJBS San Francisco, WJJD Chicago, the San Bernardino Bcstg. Co., San Bernardino, Calif. and Western Reserve Bcstg. Co., Cleveland, Ohio.

To Open Agency

PHILIP G. LASKY, former general manager of KROW Oakland, Calif., and Wallace Elliott, formerly executive of Rhoades and Davis, San Francisco, are to open their own advertising agency in that area.

LYNNE SMEBY OPENS WASHINGTON OFFICE

PLANS for the opening of a Washington office to pursue specialized consulting engineer work for a closed group of client stations have been announced by Lynne C. Smeby.

Mr. Smeby

Mr. Smeby on May 1 completed four years of temporary war work for the Signal Corps and was deputy director of the Operational Research Staff. This latter group comprised leading engineers from the broadcasting and allied fields and was directly responsible to the Chief Signal Officer.

Mr. Smeby's 23 years of experience in radio includes being chief engineer of WDGY Minneapolis, WRHM Minneapolis (now WTCN), KSTP Minneapolis-St. Paul, Michigan Radio Network, and director of engineering for the NAB.

On the Board of Advisors of the Cleveland Institute of Radio Electronics, Mr. Smeby is also senior member of the Institute of Radio Engineers, on the board of editors of the *Proceedings* of the IRE, vice-chairman of the Washington section, and past chairman of the Detroit section of IRE.

In addition, he is author of four of sixteen chapters of *Fundamentals of Radio*, used extensively in the training of operators and technicians for the Army, Navy, Coast Guard and the industry for the war effort.

Mr. Smeby is president and 22% stockholder in the Ohio-Michigan Broadcasting Corp., which has applied for a new 5 kw station on 980 kc in Toledo, Ohio.

Gen. Jacob Named

MAJ. GEN. EDWARD IAN JACOB of the British Army has been appointed controller of BBC's European services. He will take up his duties on July 1. General Jacob recently returned from Egypt where he was military adviser to the British delegation.

the arizona network

Where ninety-five percent of Arizona's retail sales are made. KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Lowell-Douglas. Affiliated in management with WLS, in Chicago.

JOHN BLAIR & COMPANY

WE SALUTE SOME FAMOUS DADS

★ Edgar Bergen
★ Eddie Cantor
★ Phil Harris
★ "Ole" Olsen and "Chic" Johnson
★ Hanley Stafford (BABY SNOOKS' DADDY)

and —

DAD'S Old Fashioned ROOT BEER
REG. U.S. PAT. OFF.

REMEMBER DAD'S ON DAD'S DAY

WSW continues to put public service first, although leading all Pittsburgh stations in total sponsored time.

WE maintain thirty regular "pick-up points" for remote broadcasts of important public-interest features.

SPORTS coverage is complete, with play-by-play broadcasts of baseball, football, hockey and other major sports.

WHEN you want intimate coverage of this rich industrial market, include WWSW —Pittsburgh's only 24-hour station.

Represented by Forjoe and Company

WWSW, INC.
PITTSBURGH, PA.

NORTH EAST SOUTH WEST

The Texas Rangers

SELL MANY PRODUCTS FOR MANY ADVERTISERS

NOW ON

KGU—Honolulu

Kau-Kau Corner

Hawaii's largest Drive-in Restaurant

New
New York Office
475 Fifth Ave.

AN ARTHUR B. CHURCH PRODUCTION

Hotel Pickwick, Kansas City 6, Mo.

Listeners Blast FCC Program Control

Reece Makes Public Letters Received After Talk

AMERICAN RADIO listeners are overwhelmingly opposed to any kind of Government program control, although many of them think radio itself might well "clean house," according to letters received by Rep. B. Carroll Reece (R-Tenn.), chairman of the Republican National Committee.

In his CBS talk May 17 urging that radio be kept free [BROADCASTING, May 20], Mr. Reece asked his listeners to write him their views on American radio. The response last week, following restoration of normal mail schedules after the rail strike ended, was heavy.

Of more than 400 listeners whose letters had been read at Republican headquarters in Washington, the overwhelming majority opposed Government supervision of program fare. Only a handful disagreed with Mr. Reece and suggested that the FCC should control programs.

Of about 100 who voiced objections, most of those criticized certain types of commercials; a few didn't like certain programs.

Copies to All Stations

Following the speech Republican headquarters sent copies to all stations and offered transcriptions. More than 50 stations had requested the transcriptions last week.

Several listeners suggested that radio set up its own board of censorship or control similar to the movie industry. Three felt that the FCC should be elected by broadcasters and not appointed by the President. One writer said he didn't know members of the FCC were political appointees and certainly shouldn't be. Greatest objection to commercials was interruption of programs, particularly newscasts, for commercial announcements.

Following are excerpts from a cross-section of the mail:

"Bob Hope may not be on the level of a college professor but we certainly enjoy him a lot more."

"As for commercials on the air, they are just a good old American custom we are used to and like. . . . My little daughter and I like the ditty commercials. I even find myself singing them while doing my house work."

"We had a painful example of what such Government control of radio could be when, during the war, OWI was putting out such awful programs."

"No seven men are capable of deciding or have any right to decide what 130 million people should or should not hear."

"As far as culture and education are concerned I can receive both in books and newspapers. In my opinion radio programs are for my enjoyment and not for one-sided political speeches."

"Must I speak, read or listen like a monkey or am I an American?"

"It is fortunate that the FCC exercises what little control it has over the radio field or radio might deteriorate even further."

"Some sponsors present their commercials in an intelligent manner and it is unfortunate that they (and radio in general) must suffer for the actions of a few."

"It is much easier to skip over the ads in a magazine than to avoid a loud 'B-O' thrust at you right after a pleasant song. The magazines do not insert their commercials between sentences in an article."

"Who appointed you to speak for 70 million radio listeners? . . . The trouble with radio is the damn commercialization of it."

"With radio commercials I have no quarrel, some silly jingle repeated about once an hour becomes irksome, but I can take it. . . . The trouble is that radio's best is all too little."

"I think it is an excellent idea for the seven bureaucrats to increase the educational and cultural content of radio programs."

"The present type of entertainment offered by the different networks is pleasurable to me as well as to my family. Any change in the foregoing, such as the FCC has mentioned, would not be in keeping with the best interests of the majority of the radio public."

Best Setup in World

"First let me say that I believe the American broadcasting setup to be the best in the world. Still I believe you neglected to mention unethical and shameful advertising claims and the lack of presentation of divergent views on public questions that is characteristic of American radio."

"I do not deny the right of a sponsor of a program to have the merits of his particular product or service extolled. I do deny him the right, just as I would any guest in my home, to violate the easily delineated boundaries of good taste, common sense, and a sense of fitness and propriety."

"No one of the great networks has, so far as I know, ever gone so far as to spend some really important money on an intelligent questionnaire designed and presented at intervals short enough to keep broadcasters continuously informed as to the public demands and reactions."

"Abolition of commercials is impractical nonsense. Yet it is equally nonsensical not to regulate them."

"We do not object to advertising and where we can, buy the products of the advertisers of our programs. We do not want bureaucrats in any capacity and hope the time and elections will cure that ill. I do believe certain commercials antagonize listeners."

"It isn't the advertising—it's the kind of advertising we get."

"Generally speaking I agree with what you said about Federal censorship, but are you sure that a little voluntary house-cleaning by the broadcasting companies would not eliminate any cause for such censorship? I believe that it is up to the broadcasting companies to clean their own house."

"It would be an awful shame if the FCC should get the right to do what they want to—tell us listeners what we should listen to."

"This is another attempt by the present alien-thinking bureaucrats to regiment the American people."

"Radio in its present state is an insult to the intelligence of the average American."

"Too often the commercial breaks into the middle of a radio program and destroys all feeling of continuity."

FAN MAIL from some 400 listeners who heard National GOP Chairman B. Carroll Reece urge freedom of radio on CBS May 17 is being read by Edward L. Bacher, executive director, Republican National Committee. Dorothy Hass, standing, delivers another armful while Billie Richardson (r) helps check the mail.

Indiana Meet

INDIANA ASSOCIATION of Broadcasters meets June 3 at the Columbia Club Hotel, Indianapolis, with John Carl Jeffrey, manager of WKMO Kokomo, presiding. Address on "Radio's 500" will be given by J. Allen Brown, NAB director of Small Market Stations Division.

Civic Radio Workshop Is Proposed by WTOC

RADIO workshop to train civic educational and other local groups in the art of public service broadcasts is being considered by WTOC Savannah, Ga., the station indicated at a meeting of the Savannah Radio Council at which Dr. Kenneth H. Baker, NAB director of research, was principal speaker.

The two Savannah stations—WTOC and WSAV—are joint sponsors of the council, organized to promote public service broadcasting in the city. Members come from PTA, Kiwanis Club, Chamber of Commerce and similar organizations.

Public service groups using radio must know the broadcast medium and the audience if they are to do an effective job, Dr. Baker told the council. He suggested an afternoon a month be spent pushing doorbells. The results will prove illuminating, he said.

Dr. Baker suggested public service leaders spend a day at a broadcast station "to see how it is done."

Seeks Six FM

MANITOBA provincial government has applied for six FM licenses to the Department of Transport, Ottawa, for use as educational stations.

CBS Protests TBA Report on Color

Stanton Declares Video Statements Are 'Biased'

A LETTER of protest against statements on color television contained in a bulletin issued April 12 by Television Broadcasters Assn. has been sent to TBA members by Frank Stanton, CBS president.

Letter points out that six of the bulletin's eight pages are given over to a reprint of an article from the April issue of *Electronic Industries* which Mr. Stanton says is "clearly biased against the early introduction of color television and stating a number of objections to color television as though they were substantiated technical fact, whereas, in reality, they are unsubstantiated surmise."

Mr. Stanton continues: "Far more serious than the technical misrepresentations, however, is the fact that the article directly impugns the motives of CBS in sponsoring color television and makes such wholly untrue statements as that CBS itself has 'avowedly no intention of . . . utilizing the system'."

Stating the belief that "a number of TBA members do not share the viewpoint of the article in question and are acquainted with the actual facts," Mr. Stanton concludes: "Unfortunately, however, the membership of your organization in the association cannot help but lend support and credence to the attack which has been made on us. Needless to say, we take a serious view of the matter, and your attention is invited to it, for such action as you may deem appropriate."

TBA officials said that although copies of the letter had been received by individual members the association itself has not heard from CBS and therefore does not intend to make any reply. CBS was a member of TBA in the early stages of the organization but withdrew in 1944 when its views on the proper allocation of frequencies for television clashed with those of the TBA majority.

Mt. Wilson Plans

FOLLOWING receipt of Civilian Production Administration sanction, CBS Hollywood will start immediate construction of buildings to house experimental color television equipment on its Mt. Wilson leased site, according to Donald W. Thornburgh, CBS Western Division vice president. Project will be for two buildings at cost of $25,000. One will house video transmitter; other will contain diesel generators for power supply.

TRUMAN SCOOPED
End of Railroad Strike
Posed Radio Problem

JOHN R. STEELMAN scooped President Truman on settlement of the rail strike May 25 and Mr. Truman made it possible for every network and station to carry the announcement simultaneously, though a bit delayed.

At 4:03 p.m. Mr. Steelman, Presidential labor adviser, announced the settlement. Network correspondents flashed their respective newsrooms; news wire services carried it. But radio could do nothing about it. President Truman was addressing Congress and the President is never cut off the air—even for momentous news.

Mr. Truman solved the radio dilemma, unknowingly. At 4:11 p.m. he announced to Congress—and incidentally to the American people—that the rail strike was settled.

Promotion Planned For Ford Program

AN ALL-OUT promotion set-up between Ford Motor Co., Fawcett Publications, and motion picture studios contributing singing stars, to plug the *Ford Festival of American Music* program Sundays, 8-9 p.m. on NBC (summer replacement for *Ford Sunday Evening Hour*) will start on June 30.

A special spot as a part of each program will be devoted to one of 13 feminine singers from major movie studios and will be called the "Ford - Motion Picture Magazine Showcase."

Each studio presenting a "new" star will contribute publicity and promotion. NBC network stations are receiving a complete new selling campaign which will stress theatre-station cooperation.

Magazines published by Fawcett Publications will contribute to the promotion of the program. *Motion Picture* Magazine will run an 11-page story for four consecutive issues starting in July. *True Confessions* and *Movie Story* are running two-column ads calling attention to the program. *True* and *Today's Woman* are using editorial messages to put over the promotion. Fawcett Distribution Co. will also contribute truck banners and newsstand cards. The Fawcett distributor is to carry full pages.

Kenyon & Eckhardt, agency for Ford Motor Co., is arranging special dealer promotion pieces, publicity mailings and picture releases.

Stations Mobilize Facilities For Coverage of East's Flood

Radio filled its public service role in typical fashion last week as floods swept Eastern Pennsylvania and Northern New York. All through the stricken area, stations abandoned schedules to devote their facilities to relief. Relief forces were mobilized by air, with public and relief agencies turning to stations for help in rounding up workers.

The public was kept informed of progress of the flood, and residents in areas threatened by swollen rivers were warned of their danger. Station crews worked around the clock in many cases.

When Cecil D. Mastin, manager of WNBF Binghamton, N. Y., learned Tuesday that Elmira was threatened, he contacted Ernest F. Oliver, commercial manager of WENY, who was acting for Dale Taylor, general manager. Mr. Mastin offered the facilities of WNBF, 50 miles away, to WENY.

Direct line was cleared from the Mark Twain Hotel in Elmira, housing WENY studios, to WNBF. Short time later the WENY transmitter shack was enveloped by the flood and the cable lines were washed out.

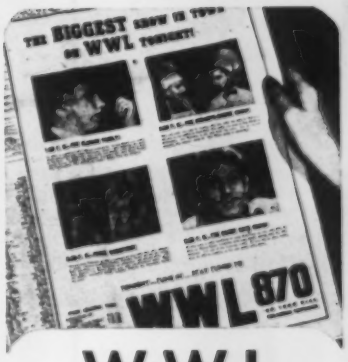
Meantime, Mr. Mastin had contacted Michael Hanna, WHCU Ithaca manager, and that station agreed to join WNBF in carrying WENY originations during the emergency. FCC permission had been obtained for the service. WNBF abandoned its regular schedule during daylight hours Tuesday to carry the WENY programs. In the late afternoon WENY programs were transmitted by battery-operated equipment to WHCU, which also relayed them to WSYR Syracuse.

Mercy messages, instructions to motorists and description from a Piper Cub plane by Jane Bond, WENY women's editor, were included in the WHCU and WSYR service to Elmira.

Networks paid scant attention to coverage of the floods. ABC had Joe Salsberg, WRAN Scranton, Pa., make an air tour of inundated areas of the Susquehanna Valley for the *Headline Edition* show, Tuesday night.

NBC used four broadcasts on flood conditions beginning with a Wednesday report by Dave Bennett, WKBO Harrisburg, Pa., of the general situation in that area. He gave similar reports on Thursday, one in the morning and the other in the evening. Reception of a ham reporting from Safe Harbor, Pa., on the NBC roundup, Tuesday was only partially successful.

CBS had a roundup of the situation from three points, Ithaca, N. Y., Harrisburg and Pittsburgh, Pa. MBS used only regular newscasts to cover the flood.



WWL

New Orleans

Shouts Its Shows in Newspaper Advertisements throughout the year

Folks turn first to-

WWL
NEW ORLEANS

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts - Clear Channel
CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

A TELEVISION
HOME STUDY COURSE

For the Radio Technician and Serviceman

Television is not an incomprehensible subject—instead, it is a giant orientation study which a well - organized, clearly - written home-study course can very clearly present. An understandable, practical presentation has been a paramount consideration in the preparation of Reading Television Laboratories' television course.

The television text consists of three major sections as follows:

Section One — Radio Review, Slanted for Television.

Section Two — Television I, The Complete Television System and General Functions.

Section Three—Television II, Transmitter and Receiver Television Circuit Details.

Send Postal Today for Literature.

READING TELEVISION LABORATORIES, INC.

622 PENFIELD BLDG.
PHILADELPHIA 7, PA.

'Operation Crossroads' Show Advocates UN Atomic Control

WITH MANKIND at the "great crossroads" created by the splitting of the atom, CBS last Tuesday sought to direct the thought and action of the people toward the path to peace. The way advocated by the authorities participating in the *Operation Crossroads* broadcast was: United Nations control of atomic energy, with each nation relinquishing a degree of sovereignty to attain that end.

The broadcast from the Coolidge Auditorium, Library of Congress in Washington, 9-10 p.m. (EST), presented a cross section of the public stating their own fears and doubts, and the direct answers to their questions by experts.

Authorities were: Dr. Albert Einstein, Supreme Court Justice William O. Douglas, Secretary of Commerce Henry A. Wallace, Vice Admiral W. H. P. Blandy; Gen. George C. Kenney, Dr. Harold C. Urey, Harold L. Ickes, Hon. Joseph E. Davies, Hon. Harold E. Stassen, Archibald MacLeish, Sen. Brien T. McMahon, Rep. Jerry Voorhis, Mrs. Wendell L. Willkie.

"The people" were represented by a Washington fireman, the mother of three sons lost in the war, a Ph.D. from Oak Ridge, an ex-aircraft worker and mother, a Texas cattle rancher, an 85-year-old Bostonian, a senior at U. C. L. A., a member of the crew of the B-29 that dropped the first atomic bomb on Hiroshima, and a Chicago tool-maker.

Trout Leads Discussion

Bob Trout, CBS announcer, led the discussion. Final announcement was made by Dr. Luther Evans, Librarian of Congress.

To Robert Lewis Shayon, producer and creator of the project, CBS' *Operation Crossroads* was an "experiment in mass psychology. It was an attempt to clarify the thinking of the public," he told BROADCASTING, "to answer the questions of millions of people represented by that cross section we gathered together. Through the experts who answered their questions, we hope to help direct the great mass of people into unified, constructive thought on atomic control."

Mr. Shayon joined CBS as an executive producer in 1942. He and his assistant, Lorraine Doherty, started work on *Operation Crossroads* the first of this year. After a study of public opinion polls showing that the atomic question was uppermost in the minds of the people, he set out on a trip covering the entire country to find out for himself what they were thinking and to select one representative from each opinion group.

Supreme Court Justice William O. Douglas, Robert Trout, Archibald MacLeish, Mrs. Wendell Willkie before the broadcast.

While in Boston, Minneapolis, Seattle, Los Angeles and Oak Ridge, Mr. Shayon arranged with CBS stations there to set up audience discussion groups to talk further on the problem following the broadcast.

A recording of *Operation Crossroads* has been included in the archives of the Library of Congress. All CBS owned and operated stations recorded the program and have scheduled rebroadcasts. It was fed to the State Dept. for rebroadcast to the armed forces and for overseas transmission. The network has run off approximately 20,000 reprints of the script to be made available on request.

Mr. Stassen's remarks were picked up live from KNX Hollywood, Dr. Einstein's from Princeton, N. J. Because of transmission problems at that hour from the Pacific, Vice Admiral Blandy, Commander, Joint Army-Navy Task Force One, had his voice recorded from a live broadcast the day before from his flagship, *USS Mount McKinley*, now in the Marshalls for the Army-Navy Crossroads atomic bomb test.

LOSS OF FREEDOMS CITED BY MENSER

DECLARING that the past two decades have seen such a surrender of personal freedoms as would make the founders of the nation turn in their graves, Clarence L. Menser, NBC vice president in charge of programs, addressing the graduating class of Heidelberg College, Tiffin, Ohio, today, asked that the U. S. return to time honored institutions of the founding fathers.

A graduate of Heidelberg College, Mr. Menser today was to receive an honorary doctor of letters degree at the ceremony. In his talk he warned: "A nation of men who continue to sacrifice their personal and individual freedoms will end up as a nation of slaves." He called for the re-establishment of "certain ideas which have rather fallen into disuse or even disrepute."

Predicting that the next half-century "will accomplish the dreams and exceed the expectations of the present one," Mr. Menser at the same time suggested "the tempering value of realism." Discussing labor management relations, he said, "no solution to the problem can be permanent if it merely substitutes one injustice for another. The first requisite is to quit jockeying for advantage and concentrate upon equity."

Added to Tyson Staff

RAYMOND MICHAELS, formerly with James Talcott Inc., is added to production staff of O. S. Tyson & Co., New York.

Field Station Switch

BUREAU of Standards, Dept. of Commerce, is taking over radio propagation field stations formerly operated by the Army and Navy to supply data for accurate forecasting of radio communication conditions. The stations are located at Adak in the Aleutians, Maui, Hawaii; Christmas Island; Guam; Manila; Trinidad. The stations will report directly to the Central Radio Propagation Laboratory, set up May 1 to take over the operations. Stations are maintained in the U. S., one at Sterling, Va., being operated by the Bureau and the others by universities. Data form the basis for radio transmission forecasts.

24 YEARS OF SERVICE

10 Years of SCIENCE FORUMS...

"Thirty minutes devoted to what you want to know about science"...

...acquainting the radio public with the achievements of modern research and engineering, and promoting on the part of our laymen listeners an interest in, and appreciation of, scientific endeavor . . . one of WGY's outstanding Public Interest features . . . broadcast weekly to 1,045,717 listeners in the WGY area.

Represented Nationally by NBC Spot Sales

50,000 WATTS **WGY** SCHENECTADY, N.Y.

GENERAL ELECTRIC

WGY-280

your MUTUAL friend

TRY IT AND "SPOT" THE DIFFERENCE

WHBQ

Memphis E. A. Alborty, Gen. Mgr.

Represented by RAMBEAU

CAB Naming New Research Committee

Harper One of Dozen Already Selected For Study

MARION HARPER Jr., vice-president in charge of research of McCann-Erickson, is one of a dozen top research men who have accepted the invitation of the Cooperative Analysis of Broadcasting to serve on a new CAB research committee now being formed "to examine the techniques now being used for program audience measurement, to define the technical specifications for the service needed and wanted by all parties, and to work out plans for research operations which will provide the desired service."

No Padding

Mr. Harper's appointment is significant as indicating that the CAB is not padding this committee with men prejudiced in favor of a continuance of the organization's program rating service at all costs. Mr. Harper, speaking before the Radio Executives Club of New York in February [BROADCASTING, Feb. 11], attacked the "needless duplication" of the CAB and Hooper rating services and recommended the withdrawal of the CAB from this field and its reorganization as a standard-setting body.

A special three-man committee appointed by the CAB to study the situation made much the same recommendation, accompanying it with an analysis of the shortcomings of all present rating services and an outline of an ideal service [BROADCASTING, April 8 and subsequent issues]. The CAB membership, by a three-to-one ratio, voted to continue the CAB rating service for the present, while the problem of establishing the ideal service is studied. This will be the function of the new CAB research committee.

Other research experts who have agreed to serve on this committee, to date, are: George H. Gallup, Young & Rubicam; Edward Battey Jr., Compton Adv.; Lawrence Deckinger, Biow Co.; Henry Brenner, Standard Brands; C. A. Pooler, Benton & Bowles; D. P. Smelser, Procter & Gamble Co.; Joe W. Tasker, Newell-Emmett Co.; Gordon Scowcroft, Lever Bros. Co.; Lawrence Lockley, E. I. Dupont de Nemours & Co.; F. P. Reynolds Jr., Geyer, Cornell & Newell; Thomas J. MacGowan, Firestone Tire & Rubber Co.

Other representative research men are being invited to serve with those who have already accepted the assignment, Bernard C. Duffy, president, BBDO, and chairman of the CAB board of governors, said last week. The committee, he said, will hold its first meeting in New York at an early date.

The goal of the research committee, as set forth by the CAB, "shall be to devise techniques which, if properly developed, will produce the ideal program rating service. This ideal service should include measurements which are projectable; which are speedy, with ratings available a few days after each broadcast; which yield accurate trends, and which cover all broadcasts of a program."

Deny Suspension

CAB officials vehemently denied reports published in an amusement trade paper that the board had voted to suspend the CAB program rating service. Whatever may happen in the future, they said, this service is being maintained for the present. Suspension, even temporarily, was not even discussed, let alone endorsed, officials avered.

Robert B. Brown, Bristol-Myers Co., treasurer of CAB, has the sizable task of finding a way to finance the continued rating service following the withdrawal of ABC, CBS and NBC from CAB membership, leaving MBS as the only network member of the research organization. As the four networks had been counted on to provide $160,000 of the 1946 CAB budget of $420,000, the loss of three of the four will result in an operating deficit which even the most optimistic CAB supporters admit will be hard to make up. Others predict that the withdrawal of network support will force the CAB to drop its program rating service, despite the three-to-one vote of the membership favoring its continuance.

IBEW VOTES DOWN FUND FOR STRIKERS

A RESOLUTION to assess the 2,000 members of Chicago Local 1220, International Brotherhood of Electrical Workers, $10 per week each for a relief fund for the 12 striking IBEW members who walked out of WIND Chicago last month, was voted down last week, it was learned. Gene Kruesel, secretary of 1220, declined to comment.

IBEW called a strike at WIND after the station refused to pay a standby fee when WBBM Chicago originated a public service school broadcast for the station during the power shortage resulting from the soft coal strike [BROADCASTING, May 20]. Although in some quarters the action was termed a violation of the Lea Act, which makes it unlawful to "coerce" a broadcaster into paying standby fees, J. Albert Woll, U. S. district attorney for Chicago, said no complaints had been filed and he could not act without complaints.

WIND meanwhile is operating with nonunion technicians, most of whom are former servicemen. The 12 IBEW members on strike were paid $70 weekly each.

WHBC Increase

WHBC Canton, Ohio was authorized by FCC on May 24 to increase power on 1480 kc from 1 to 5 kw fulltime, continuing directional antenna at night. Comr. C. J. Durr voted for hearing, questioning the advisability of a station spending substantial sums to increase standard facilities which, even so, would provide less coverage than might be secured by FM. As in similar cases in the past, Comr. Durr contended such moves by broadcasters retard FM development.

Miller to Be on Coast For Next Five Weeks

JUSTIN MILLER, NAB president, is on the West Coast for a five-week schedule of meetings and speeches. Joining him later this month will be Don Petty, NAB general counsel.

Among talks to be given by the association president is one scheduled June 18 before the Los Angeles Chamber of Commerce Advertising Club. The next day he will meet informally at lunch with leaders of the motion picture industry. At a dinner meeting the same day he is scheduled to address the Southern California Broadcasters.

President Miller will attend the Pacific Advertising Assn. session in Spokane June 24 and will be a principal speaker. He is tentatively scheduled to meet June 28 in Chicago with C. E. Arney Jr., NAB secretary treasurer, and members of the subcommittee on convention arrangements. He is to return to Washington by July 1.

After the NAB board meeting in Estes Park, Col., Aug. 6-8 he is scheduled to address a meeting of 15th District broadcasters at Monterey, probably Aug. 12 or 13.

Studio Ready

STUDIO A, largest NBC studio in Merchandise Mart, Chicago, seating 300-400, was to be ready for use today (June 3), following completion which began last February. It's part of NBC's $100,000 modernization program in Chicago.

$167,500,000

Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.

GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

Write Today for Further Information

WRRF

1000 WATTS

Washington, North Carolina

FORJOE & COMPANY, Natl. Representatives

New York • Chicago • Philadelphia

WJW
BLAZES THE TRAIL...

Here's marked progress in planned programming! By consistently airing better local shows with top audience and sales appeal, WJW won 8 firsts out of 19 classifications with 47 points against the next station's 26 in the Cleveland Press Radio Poll . . . proving again that

WJW IS CLEVELAND'S *Chief* STATION!

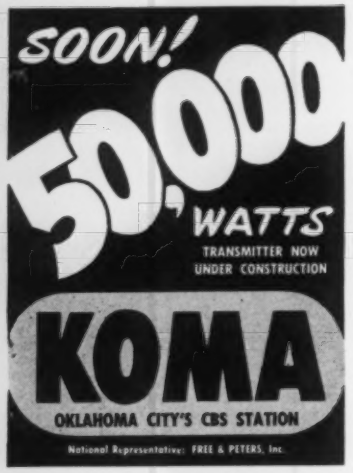
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

"TAP TAP"
Who's There?
OPPORTUNITY INC.
Some smart sponsor tapping the rich Portland Market by means of WGAN.
STATION WGAN PORTLAND MAINE
National Sales Representatives: PAUL RAYMER COMPANY



FIRST AGAIN!
For the third successive year, LONG BEACH is first in the nation in Per Capita Effective Buying Power—$2,160.00* per capita after taxes!
KGER
Long Beach—Los Angeles
Merwin Dobyns Station
5,000 Watts—Full Time
National Representative:
Jos. Hershey McGillvra, Inc.
New York • Chicago • San Francisco
Los Angeles
* Copyright 1946, Sales Management Survey of Buying Power; further reproduction not licensed.

67th Market
TRI-CITIES
ROCK ISLAND - MOLINE
DAVENPORT
Tri-Cities' size (200,000 population) offers you real sales volume. Capture it with . . .
WHBF
BASIC MUTUAL 5KW 1270KC

Canadian

(Continued from Page 17)

Canadian stations some time this summer.

Adrian Head, J. Walter Thompson Co., Toronto, a BBM director, explained in detail the methods being used in the second BBM survey, and how it will appear, how it will coordinate with the BMB survey so that Canadian stations will know how their audience listens to American stations, while BMB surveys will show in international border areas what Canadian stations are tuned in. He pointed out improvements in this year's survey over last year's and the close cooperation developed with BMB.

Other speakers at BBM second annual meeting were Hugh Feltis, BMB president, who was introduced by John J. Gillin Jr., WOW Omaha; John K. Churchill, BMB research director, who spoke on synchronization of BBM and BMB methods, and Robert T. Mason, WMRN Marion, Ohio. Mr. Feltis gave Canadian station operators and advertising agency executives present the slide-illustrated talk he has given at NAB district meetings.

BBM Directors

As BBM closed annual meeting three new directors were elected for three-year terms: Hector Fontaine, Canadian Advertising Agency, Montreal; E. A. Weir, commercial manager, Canadian Broadcasting Corp., Toronto; Harold Stephenson, Canada Starch Co., Montreal. Remaining BBM directors are Lou Phenner and C. R. Vingt, Colgate-Palmolive-Peet, Toronto, representing advertisers; A. Head and J. A. MacLaren, MacLaren Adv., Toronto, representing agencies; H. N. Stovin, H. N. Stovin & Co., Toronto, and W. R. Cranston, CKOC Hamilton, Ont., representing CAB.

The Maritime Assn. of Broadcasters and the Quebec Assn. of Broadcasters held regional meetings during the first day of the CAB convention to nominate delegates for their districts to the CAB board. The Maritime Assn. elected Keith Rogers, CFCY Charlottetown, president; Maj. William Borrett, CHNS Halifax, vice president, and Fred Lynds, CKCW Moncton, N. B., secretary. Messrs. Rogers and Borrett were named CAB directors for the district. Quebec broadcasters elected Narcisse Thivierge, CHRC Quebec, president; Roland Beaudry, CKRN Rouyn, vice president; Paul LePage, CKCV Quebec, treasurer; M. Lefebvre, CHLP Montreal, and A. Gauthier, CHLT Sherbrooke, directors.

Social functions on Monday included luncheon for Quebec delegates by the Quebec City Council, cocktail party for CAB delegates by Quebec City Council, dinners by Radio Representatives Ltd., and All-Canada Radio Facilities Ltd. Sunday evening CAB directors gave dinner to visiting U. S. network executives and CBC executives.

Tuesday morning CAB Engineer Harry S. Dawson told members that the CAB Engineering Dept. could help them in planning and explaining briefs to the Dept. of Transport, in watching encroachments on their frequencies; planning equipment purchases and re-arrangement needed at some stations for better network operations; obtaining personnel through Dept. of Veterans Affairs' trained engineers; arranging frequency assignments; obtaining hard-to-get equipment and in network operations.

Canadian FM

After reviewing the first year's work, he dealt with FM development in Canada and urged every broadcaster to apply for a license. He pointed out that Ottawa had ruled that first FM applications should be for 250 w with a simple package aerial, and that choosing an FM site is important.

Need for better public relations on the part of private broadcasters was reported to the convention by Ken Soble, CHML. He revealed a CAB independent survey had shown that more than 50% of Canadian listeners wanted private ownership of stations.

That price mention, especially on food products, ought to be allowed, and that a sales executive be hired to sell radio as a medium on a national spot basis, were subjects discussed. It was decided to take up with the CBC a proposal of the CBC to operate a joint CAB-CBC national network sustaining program series with talent from both organizations. Regional program committees are to continue meetings started last year, to bring in a full report on program recommendations at the next annual meeting.

Golf tournament occupied Wednesday afternoon, with CAB golf trophies being awarded that evening. Final business was cleared up Thursday morning, with convention closing at noon on May 30.

He quoted profusely from the FCC Blue Book and *Radio's Second Chance* to show the trend toward more bureaucratic regulation in broadcasting on this continent, and said this would be reflected in even more such outside regulation in Canada. He contended that in 1927-28 public opinion, led by a small group of dissatisfied listeners, had resulted in formation of the Government's Aird Commission, which recommended government control of broadcasting. Present Canadian broadcasting structure is a result of the Aird Report. He pointed out that Canadian radio, now having "it's second chance," won't get a third chance, and must put its house in order.

Plan Suggested

Mr. Soble stated the problems were scarcity or lack of sustaining programs by private stations, lack of local live programs, advertising excesses and abuses, lack of discussion of public issues. He suggested that careful traffic planning, planned local selling, sustainers designed for a specific and limited purpose of education, entertainment or amusement, weekly auditions of local live talent, well-planned and well-written sales copy designed to sell and not offend, and discussion of public issues by forums on local stations, would go a long way to help relieve the problems which government bodies wanted to regulate and which private broadcasters could regulate for themselves within their own trade association.

He suggested formation of a CAB program advisory board from all private stations to draw up a code of program traffic and commercial ethics, observance of which would become an obligation for CAB membership. He cited Australia's commercial broadcasting stations' success with such a code. He stated that government leaders he had interviewed favored more public discussion programs initiated by private stations.

A review of the year's public service contributory programs and time by CAB members covered

DISCS REQUESTED

17 Stations Using WKY Series About VD

TOTAL of 17 stations to date are carrying, or plan to use, the 13-week drama series on venereal disease prepared by WKY Oklahoma City, according to P. A. Sugg, WKY manager. Latest to apply are WMAZ and WBML Macon, Ga.

In addition to these, five other stations and two state health departments are corresponding with WKY about the program, Mr. Sugg stated. Oklahoma Health Dept. is requesting three sets and the Iowa Health Dept. desires a set. Oklahoma health officials wish to use records at group meetings throughout the state.

Developed by WKY to aid in a blood testing campaign in Oklahoma City, the series is being offered to any station at handling cost of $5 per program. Mr. Sugg stated: "We are extremely gratified that radio stations are displaying their willingness to help remove the cloak of silence and muffler of fear from the scourge of syphilis."

many wartime and charitable organizations.

Jim Allard, director of the co-operative Ottawa Radio Bureau, said 159 members of Parliament now use the Radio Bureau out of a total 245 representatives. CAB has 60 subscribers to the Radio Bureau, and the organization is now on a paying basis.

Radio Bureau board members elected are: Jack Slatter, radio representative; Horace Stovin, H. N. Stovin & Co.; Guy Herbert, All-Canada Radio Facilities; Gerry Gaetz, CKRC Winnipeg; Dick Rice, CFRN Edmonton; Ken Soble, CHML; A. Gauthier, CHLT.

Income $55,982

Secretary - treasurer Arthur Evans reported CAB income from all sources the past year was $55,982 and expenditures were $50,257. Gordon Love, CFCN Calgary, was elected a member of the board of trustees replacing Henry Gooderman, former owner of CKCL, now CKEY Toronto. CAB voted to allow program producers to join as associate members.

Publisher's Views

"The public has a right to expect an early and a complete statement from the CBC as to what its plans are and why," Napier Moore, Canadian publisher, guest speaker at the CAB annual dinner on Tuesday evening, stated in regard CBC's announced policy of taking clear channels from private Canadian stations. "If those plans entail an injustice, or a departure from the scope of the CBC as understood by the public at the time of its establishment, then in the press and in Parliament champions will arise to do battle.

"I find it difficult to reconcile with democratic practice a situation where a controlling body is vested with the powers of judge and jury, and at the same time is a competitor in a commercial field . . . I am uneasy over a recent utterance by a government spokesman, which in my opinion indicates clearly that the appetizing vision of government, of political domination of radio policy and administration is not entirely absent from the minds of some politicians . . . The fundamental of the issue that could easily be shaped by any persistence in that direction is freedom of the air.

"Any policy which can lead to political or bureaucratic dictation of opinion and control of information, which can result in the stifling of listening competion, is fraught with danger and should be fought with vigor . . . It is a matter which affects the rights of every citizen."

A. C. Paddison, president of the Australian Federation of Commercial Broadcasting Stations, told CAB dinner guests that Australian stations were successfully regulating themselves, stressed the importance of freedom of the air and freedom of speech in view of increasing governmental regulation.

Wednesday Session

Wednesday morning session saw broadcasters empower their board to discuss with the Canadian ASCAP—Composers, Authors and Pubilshers Assn. of Canada (CAPAC)—a new rate based on present formula on number of licensed radio receivers in each community. Canadian Copyright Appeal Board is investigating the copyright situation in Canada after 10 years of operation under a set rate of eight cents per licensed receiver for CAPAC and since 1940 of one cent per licensed receiver for BMI Canada Ltd. Bob Burton, BMI legal counsel, and M. E. Tompkins, BMI vice president and general manager, spoke to the CAB meeting.

GATHERED at Quebec City reception for Canadian Association of Broadcasters are (l to r): Paul Le Page, CKCV Quebec; Harry Sedgwick, CFRB Toronto and CAB chairman; Acting Mayor Alphone Boulet of Quebec and Narcisse Thivierge, CHRC Quebec.

CANADIAN broadcasters at Quebec CAB meet included: (l to r) Napier Moore, MacLean-Hunter Publications, guest speaker at annual dinner; Dick Rice, CFRN and Western Association of Broadcasters president; Col. Keith Rogers, CFCY and Maritime Association of Broadcasters president.

MURRAY M. HERMAN, released from the armed forces, has joined the production staff of Malcolm Adv., New York, as production manager.

FRED CLARKE QUITS WESTERN ELECTRIC

FRED CLARKE, merchandise manager of Western Electric Co., New York, since 1939, retired June 1 after more than 40 years of service with the Bell System.

Joining Western Electric in 1923 as general installation engineer, Mr. Clarke began his telephone career in 1905 when, while still in college, he served as assistant traffic manager of the Chicago Telephone Co. After serving with the Chicago company and the Michigan State Telephone Co., he joined the engineering forces of AT&T in 1918, transferring to the Ohio Bell Co. in 1921 as building and equipment engineer.

After serving as general installation engineer with Western Electric, Mr. Clarke became general sales engineer of the company in 1927, a position he held until 1939 when he became general merchandise manager. During the war Mr. Clarke served on an advisory committee of the War Production Board and in 1944 was appointed a member of a WPB Communications Division committee. He achieved the record of never having missed a day of work from May 1905 until May 1944.

Nunn Named President Of Chicago's Ad Club

WESLEY I. NUNN, advertising manager of Standard Oil Co. of Indiana, has been elected president of the Chicago Federated Advertising Club, it was announced by the organization last week.

Other newly elected officers are Paul McCluer, sales manager of NBC Central Division, first vice president; Marion Schmidt, assistant advertising manager of the Reliance Mfg. Co., second vice president; Aubra Johnston, Chicago Better Business Bureau, third v.p.; Chester Carlson, American Colortype Co., secretary; and Chester L. Price, advertising manager of City National Bank, treasurer.

Two representatives - at - large were also named. They are A. J. Weinsheimer, of Magill-Weinsheimer, and Carl F. Kraatz, account executive of Schwimmer & Scott.

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LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

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INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

RATES CUT 22% SINCE 1943 (U. S. A.)					
AIR MILES	2 lbs.	5 lbs.	25 lbs.	40 lbs.	Over 40 lbs. Cents per lb.
149	$1.00	$1.00	$1.00	$1.23	3.07c
349	1.02	1.18	2.30	3.68	9.21c
549	1.07	1.42	3.84	6.14	15.35c
1049	1.17	1.98	7.68	12.28	30.70c
2349	1.45	3.53	17.65	28.24	70.61c
Over 2350	1.47	3.68	18.42	29.47	73.68c
INTERNATIONAL RATES ALSO REDUCED					

When You Want a shipment to go the fastest way, the word "rush" is not enough. Specify "Air Express" and be sure.

Phone For Pick-Up as soon as package is ready. Special delivery at other end often means same-day delivery between many airport towns and cities as far as 1,000 miles apart.

Air Express goes everywhere. In addition to 375 airport towns and cities, it goes by rapid air-rail schedules to 23,000 other communities in this country. Service direct by air to and from scores of foreign countries in the world's best planes, giving the world's best service.

Write Today for the Time and Rate Schedule on Air Express. It contains illuminating facts to help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17, N. Y. Or ask for it at any Airline or Railway Express office.

AIR EXPRESS
GETS THERE FIRST

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States

L. A. Video

(*Continued from page 16*)

Paramount Pictures and head of the subsidiary Television Productions Inc., traced his company's entry into television and outlined its work in operating W6XYZ as evidence of its ability in the field. Klaus Landsberg, Television Production's West Coast director of television, completed the presentation with a review of equipment and studio plans.

Near the close of the first week's testimony, Sam Balter, one-time KFI commentator, appeared to protest KFI's suitability as a video licensee. KFI counsel objected to entry of his testimony, but Mr. Plotkin overruled the objection. Thomas F. Ford, ex-Congressman from California, now president of California Committee on Radio Freedom, and Emil Corwin, executive secretary of the committee, also testified against KFI, with counsel sharply attempting to disqualify their testimony. Lillian Hurwitz, also of the committee, opposed Don Lee's application, evoking protest of attorneys for the applicant.

PEPPER SPEAKS
Senator Hard to Stop During Capital Pickup

IMMEDIATELY after President Truman addressed Congress May 25 on his proposed labor legislation, all networks did interviews with Senators and Representatives direct from the Capitol. Larry Leseuer of CBS was interviewing Sens. Claude Pepper (D-Fla.), Joseph Ball (R-Minn.) and Warren Austin (R-Vt.) in a 15-minute spot. Mr. Pepper was first. He kept talking. Time was growing short. Mr. Leseuer attempted to interrupt with a "thank you, and now here is Senator . . ." But Senator Pepper wouldn't be interrupted. He admonished the commentator he wasn't "through yet." Finally Senators Ball and Austin had a brief word. Senator Pepper objected to being interrupted. Some of his followers charged CBS tried to cut him off because of his views. Senators Ball and Austin, though given much less time than their colleague, knew that radio operates on limited time. They didn't complain. CBS gave Senator Pepper a full quarter-hour to expound his views last Wednesday.

GE Fails to Renew

GENERAL ELECTRIC Co., Nela Park, Cleveland, has failed to renew its contract with Phil Spitalny on *Hour of Charm*, Sun. 10-10:30 p.m. on NBC. Program will leave the air at end of current contract September 1. Decision as to whether company will maintain that time period on NBC will be made in mid-summer. Agency is BBDO, New York.

CASE LABOR BILL PASSED BY HOUSE

THE HOUSE late Wednesday, before holiday recess, passed the Senate-revised Case Labor Bill, 230-106, and sent it to the White House. Bill provides:

(1) Mandatory 60-day "no lockout, no strike" cooling-off period whenever a three-party Federal mediation board intervenes in a labor dispute; (2) authority to sue either unions or employers for breach of labor-industry contracts; (3) a ban on secondary boycotts in connection with labor disputes; (4) a prohibition against unionization of supervisory employes; (5) a prohibition against employer contributions to any welfare funds wholly administered by unions; (6) penalties for workers interfering with interstate movement of goods—the so-called Hobbs anti-racketeering bill.

Should President Truman sign the measure, it is expected to affect broadcasting as well as other industries. The Senate, meanwhile, killed provision of the President's temporary labor legislation that would authorize him to draft strikers into the armed forces.

GE FM Transmitter Set For WGNB This Month

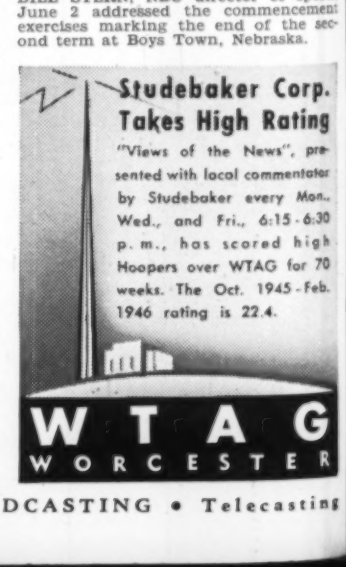
WHAT WGN says is the first post-war FM transmitter from General Electric Co's production line is scheduled to be placed in operation by WGNB Chicago this month, according to G. William Lang, chief engineer of WGN, parent AM station of the FM outlet.

First unit, a 250-w transmitter, is one of three ordered by WGN for early delivery. Second unit, which will enable the station to operate with 3 kw effective radiated power, will be installed in about six weeks and the third unit, bringing WGNB to its full 20 kw effective radiated power, should be delivered in 10 weeks, Mr. Lang said.

WGNB will continue operations on both 49.9 mc, the old channel, and 93.7 mc, new channel under FCC allocations.

Stern Makes Address

BILL STERN, NBC director of sports, June 2 addressed the commencement exercises marking the end of the second term at Boys Town, Nebraska.


Studebaker Corp. Takes High Rating
"Views of the News", presented with local commentator by Studebaker every Mon., Wed., and Fri., 6:15-6:30 p.m., has scored high Hoopers over WTAG for 70 weeks. The Oct. 1945-Feb. 1946 rating is 22.4.
WTAG
WORCESTER

Women Directors Will Meet June 15

Committees Named for NAB 1st District Conference

IN PREPARATION for the Second Annual Conference June 15 of the NAB 1st District Women Directors at Hotel Wentworth-by-the-Sea, Portsmouth, N. H., Nell Daugherty, 1st District Chairman, last week announced the committees in charge of arrangements and plans for the event.

Named to the Executive Committee, which is lining up speakers for the main luncheon on Saturday, were: Mildred Bailey (WCOP Boston), chairman; Lee Spencer (WHEB Portsmouth, N. H.); and Marie Houlahan (WEEI Boston).

Appointed as members of the Hospitality Committee were: Mrs. Howard Wood (WJAR Providence, R. I.), chairman; Mrs. Heloise Parker Broeg (WEEI Boston); Helen Hope (WHYN Holyoke, Mass.); Una King (WTHT Hartford, Conn.); and Marie Forsberg (WLNH Laconia, N. H.).

Named to the planning committee were: Evelyn Howe (WEEI Boston), chairman; Mrs. Connie Stackpole (WNAC Boston); Mrs. Dorothy Kraus, Greater Boston Radio Council; Julie Blake (WMUR Manchester, N. H.); Dorothy Wadman (WGAN Portland, Me.); Beth Davis (WSYB Rutland, Vt.); and Fay Clark (WBRY Waterbury, Conn.).

The Conference expects to have as luncheon speakers Gov. Charles M. Dale of New Hampshire and Maurice J. Tobin of Massachusetts. Six New Hampshire stations will entertain the women broadcasters at a cocktail party preceding the Saturday dinner. Demonstrations of commercial technicolor film of interest to women broadcasters and talks by station program directors will be on the agenda.

DETROIT FACSIMILE SERVICE RETURNING

RESUMPTION of facsimile transmission, temporarily discontinued in Detroit by the war, is planned for the near future. According to an announcement yesterday by W. J. Scripps, radio director of the *Detroit News*, their fax station, WENA, is installing new Finch high-speed equipment for the renewed operation.

Mr. Scripps stated that facsimile will be used for the broadcasting of news, pictures, baseball box scores and other material, in cooperation with the *News*. The paper will supply all material and makeup.

Capt. W. G. H. Finch, president of Finch Telecommunications Inc., developers and manufacturers of fax, simultaneously revealed that WENA is already in operation and will place recorders in homes and strategic locations around Detroit just as soon as the Finch company can deliver that equipment.

Mr. Scripps pointed to the pioneering role prior to the role when the *News* AM outlet, WWJ was broadcasting experimental facsimile newspapers. Mr. Scripps also contended that facsimile will complement both newspaper and radio news coverage in rendering Detroit an added service.

The new home fax printers are constructed to switch automatically on at midnight and off at the conclusion of the news transmissions.

Swap

AS THE AP machine flashed word of the settlement of the soft coal strike, Dick Velz, production manager of WRNL Richmond, Va., passed the copy on to Newscaster Ken Allyn and at the same time phoned Virginia State Corp. Commissioner McCarty Downs. Informing the commissioner of the news, he received a reply in the form of a request to hold the line a few minutes as the commissioner would have a flash for him. Back on the line in a minute, the commissioner stated an order was being entered immediately lifting the "brownout" of 68 Virginia Counties. Second flash was aired two minutes after the first and 10 minutes before other media.

'46 'HAM' HANDBOOK RELEASED BY ARRL

REVISED to meet postwar needs of amateur radio operators, the 1946 edition of *The Radio Amateur's Handbook* was released last week. The handbook, billed as "The Standard Manual of Amateur Communications," is published by American Radio Relay League and sells at $1 in continental U. S., $1.50 elsewhere.

The new volume, 23d edition since the *Handbook* was started in 1926, is divided into three main parts: "Principles and Design," containing nine chapters on radio principles, fundamentals, theory and design written in non-mathematical style "for busy practical people of average education"; "Equipment Construction," also of nine chapters, covering construction of all types of amateur receivers, transmitters, antennas and associated equipment; and a two-chapter "General" department on "Tube Characteristics and Miscellaneous Data" and "Radio Operating."

The *Handbook* covers 688 pages and an 11-page index. It has 1,249 illustrations, including 114 charts and tables and 185 basic formulas.

The publishers explained that its publication was delayed by revisions undertaken following V-J Day, when prospects for early resumption of amateur operations indicated "a complete revamping of prewar equipment."

Announcing the June release of

BMI PIN UP PLATTER

ENOCH LIGHT AND HIS ORCHESTRA
with HARRY PRIME, DANNY SULLIVAN, PATSY BARRETT and THE CLARK SISTERS (until recently The Sentimentalists with Tommy Dorsey's Orchestra)

Ten Brand New BMI Songs

LIKE A LEAF IN THE WIND
Composer: Marjorie Goetschaus
Publisher: Embassy Music Corporation

I LIVE BUT TO LOVE YOU
Composers: Arthur Quenzer, Lou Bring
Publisher: Carol Music, Inc.

WHO IF NOT YOU
Composers: Robert Sour, Irvin Graham
Publisher: Broadcast Music, Inc.

THE MISSION OF THE ROSE
Composers: Ervin Drake, Jimmy Shirl, Henry Manners
Publisher: Wemar Music Corp.

WHEREVER THERE'S ME—THERE'S YOU
Composers: SUNNY SKYLAR, Patrick Lewis
Publisher: Republic Music Corp.

WHATTA YA GONNA DO!
Composers: SUNNY SKYLAR, Patrick Lewis
Publisher: Broadcast Music, Inc.

WALK IT OFF
Composers: Sidney Miller, Ines James
Publisher: Embassy Music Corporation

DO YOU DO? DO YOU DO? DO YOU DO?
Composers: Ervin Drake, Efrain Orosco
Publisher: Commercial Music, Inc.

WHICH WAY DID MY HEART GO
Composers: Sid Wayne, Gene Carroll, Irvin Rose
Publisher: Chelsea Music Corp.

I'VE GOT A WALKIE TALKIE
Composers: Hal David, Don Rodney, Martin Block
Publisher: Martin Block Music, Inc.

AT A GREATLY REDUCED PRICE

NO STATION CAN AFFORD TO PASS THIS WITHOUT CAREFUL CONSIDERATION

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GET YOURS

Get your share of this HIGHEST PER CAPITA INCOME MARKET

UBC— KSFO —UBC

SAN FRANCISCO

Universal's Key Station for Northern California

"GATEWAY TO THE RICH TENNESSEE VALLEY"

50,000 WATTS

CBS

WLAC NASHVILLE

REPRESENTED BY PAUL H. RAYMER CO.

4,955,144 spindles spinning VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

CBS WSPA SPARTANBURG, SOUTH CAROLINA

Home of Camp Croft

5000 watts Day, 1000 watts Night

950 kilocycles, Rep. by Hollingbery

"THE DOCTOR ON THE AIR"

★ Program spots, interviews

★ 5 and 15 minute features

★ Live or transcribed

FREDERIC DAMRAU, M.D.

247 Park Ave., New York, N. Y.

Wickersham 2-3638

FCC Actions

(*Continued from page 72*)

WWDC Washington, D. C.—Granted extension of authority for waiver of Secs. 2.53 and 13.61 of the Commission's rules so as to permit operation of the synch. amplifier by remote control from main transmitter location, for the period June 1 to Aug. 1, 1946, upon the same terms and conditions as the existing authorization for such operation.

Columbia Bcstg. System Inc.—Granted request for waiver of Section 3.406 so as not to require half-hour identification of stations broadcasting "Operation Crossroads" program on May 28, 1946.

American Bcstg. Co. Inc.—Granted extension of waiver of requirements of Section 3.407 in cases of transcribed network broadcasts which are broadcast by stations on standard time one hour after regular broadcast on daylight saving time, until September 28, 1946, the end of daylight saving time.

RENEWAL OF LICENSES

Licenses for the following stations were further extended upon a temporary basis, pending determination upon applications for renewal, for the period ending Aug. 1, 1946:

KABC KBIX KBON KBST KBTM KBUR KCMC KCRS KEYS KFRC and auxiliary, KFUN KGDE KGFJ KGKB KHAS KHBC KHMO KHUB KMLB KNOW KOCY KONO KOOS KOTN KPAB KPHO KPLT KRBM KSAM KSAN KTHT KTOH KTOK KVAK KVAL KVCV KVEC KVNU KVOE KWAL KWBW KWNO KXO KYCA KYOS WABY WACO WAGM WATW WBAB WBLJ, WBLK WCED WCLO WDNC WEOA WFTC WFVA WGAL WGPC WGRM WGTC WHBY WHIT WHTB WIBG WING WISE WITH WJBK and auxiliary, WJBY WJHO WJMC WJNO WJXN WKBO WKBZ WLAV WLOF WMFJ WMGA WMJM WMOB WNOE WOLF WOLS WOPI WOV and auxiliary, WPAR WRGA WRJN WSPB WSTF WTOL WWDC, main and syn. amplifier.

* * *

Licenses for the following experimental television stations were further extended upon a temporary basis only, pending determination upon applications for renewal, for the period ending Aug. 1, 1946:

W2XVT, Allen B. DuMont Labs., Inc.; W10XAD, W10XAE and W10XAF, Philco Products Co.

* * *

Licenses for the following ST stations were further extended upon a temporary basis only, pending determination upon applications for renewal of licenses, for the period ending Aug. 1, 1946:

W2XEO, Capitol Bcstg. Co. Inc.; W2XBD, General Electric Co.; W4XGG, Gordon Gray; W9XMB, The Moody Bible Inst. of Chicago.

* * *

License for the following FM stations were extended upon a temporary basis only, pending receipt of and/or determination upon applications for renewal, for the period ending Aug. 1, 1946:

WABW WBAM WABC-FM WBBM-FM WGFM WABF WDLM WPEN-FM WSBF WCAU-FM WBZA-FM WBZ-FM KDKA-FM WEHS.

MAY 29

ACTIONS ON MOTIONS

By Commissioner Durr

WAKR Akron, Ohio—Granted motion for continuance on hearing now scheduled for June 3, on application for new station, and continued same to June 17.

Gulf Bcstg. Co. Inc., Mobile Ala. (et al)—The Commission on its own motion advanced the consolidated hearing on applications of Gulf Bcstg. Co. Inc., Burton Bcstg. Co., Mobile Bcstg. Co., from June 6 to June 5, 1946.

Peoples Bcstg. Corp., Worthington, Ohio—The Commission on its own motion ordered that application for a new station be removed from the hearing docket, because application of The Eagle-Gazette Co. for a new station at Lancaster, Ohio, was dismissed on May 23.

Southern Ill. Bcstg. Co., Centralia, Ill.—Granted petition for continuance of consolidated hearing in re Dockets 7129 and 7130, now scheduled for June 3, and continued same to July 1, 1946.

WKEU Griffin, Ga.—Granted petition insofar as it requests leave to amend its application for CP so as to specify a new transmitter site, and make other changes, and the amendment was accepted. The petition was denied insofar as it requests removal from the hearing docket.

KYW Philadelphia—Granted petition for indefinite continuance of hearing on application for CP now scheduled for May 29, and the hearing was continued without date until further order of the Commission.

MAY 29

BY ADMINISTRATIVE BOARD

WBUY Lexington, N. C.—Granted modification of CP, which authorized a new station, for approval of antenna and approval of transmitter and studio locations at RFD 1, Lexington, and 209 So. Main St., respectively.

WFOM Marietta, Ga.—Granted modification of CP, which authorized a new station, to change type of transmitter, for approval of antenna, and approval of transmitter and studio locations at So. Cobb Drive, 0.15 miles So. of city limits, Marietta.

KCVR Lodi, Calif.—Granted modification of CP, which authorized a new station, to change proposed type of transmitter (Raytheon Mfg. Co. RC-250), and make changes in antenna. Permittee is granted a waiver of Sec. 3.55 (b) and 3.60 of the rules; conditions.

WMVG Milledgeville, Ga.—Granted license to cover CP authorizing a new station to operate on 1450 kc 250 w unlimited time; also authority to determine operating power by direct measurement. Licensee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's rules; conditions.

WATT Cadillac, Mich.—Granted license to cover CP, which authorized a new station on 1240 kc 250 w unlimited time. Also authority to determine operating power by direct measurement.

WGVK Kanawha Valley Bcstg. Co., Charleston, W. Va.—Granted license to cover construction permit which authorized changes in equipment and increase in power to 250 watts. The authority is granted without prejudice to any action which the Commission may ultimately take on applicant's pending application for renewal of license and approval of transfer of control.

WCNC Elizabeth City, N. C.—Granted license to cover CP which authorized installation of a new transmitter (Gates Radio Co. 250-C); also authority to determine operating power by direct measurement. The licensee is granted a waiver of Secs. 3.55(b) and 3.60 of the rules; conditions.

KGVL Greenville, Tex.—Granted license to cover CP, which authorized a new station to operate on 1400 kc 250 w unlimited time. Also authority to determine operating power by direct measurement. Licensee is granted a waiver of Sec. 3.60 of the Commission's rules; conditions.

KFLW Klamath Falls, Ore.—Granted license to cover CP which authorized a new station to operate on 1450 kc 250 w unlimited time; also authority to determine operating power by direct measurement. Licensee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's rules; conditions.

Earle C. Anthony Inc., Mt. Wilson Park, Calif.—Granted special temporary authority to operate a 250-w G. R. tranmitter on 96.5 mc. with temporary antenna system, in order to make site tests, for a period of 60 days from date of grant. Operation shall be limited to that required for site tests, and that no regular program service shall be broadcast.

KSTT Davenport, Iowa—Granted modification of CP authorizing a new station, for approval of antenna and to change proposed studio location from 115 W. 3d St., Davenport, to 135 Main St.

KSWM Joplin, Mo.—Granted modification of CP which authorized a new station, to make changes in transmitting equipment, for approval of antenna and approval of transmitter and studio locations at W. 13th St. and 221 W. 3d St., Joplin, respectively.

WTSB Lumberton, N. C.—Granted modification of CP which authorized a new station, for changes in transmitting equipment, approval of antenna and approval of transmitter and studio locations at U. S. Highway 301, W. of Lumberton, and 112 W. 5th St., Lumberton, respectively.

WMHM Memphis, Tenn.—Granted modification of CP which authorized a new station, to change type of transmitter (RCA-BTA-250-L) for approval of antenna and approval of transmitter location at 904-14 So. Somerville, Memphis, Tenn.

WRCM New Orleans—Granted extension and modification of special temporary authority to operate a Transmitter Eqpt. Mfg. Co., Temco 250-BCP transmitter and a Radio Engr. Labs. REL 515A-DL, 1 kw, transmitter on channel 237, 95.3 mc. with power of 250 w and 1 kw respectively, in the Jung Hotel, New Orleans, in order to obtain information concerning propagation on the specified frequency and also enable studies to be made on antenna efficiencies, suitability of site, etc. of FM station, for the period May 26 to Aug. 22, 1946.

WTOD Toledo, Ohio—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter location at near southeast corner of Arlington Byrne Roads, Toledo.

KBPS Portland, Ore.—Granted special temporary authority to remain silent for the period May 29 to Sept. 9, 1946, in order to observe school vacation period.

WSAJ Grove City, Pa.—Granted special temporary authority to remain silent for the period June 15 to Sept. 19, 1946, in order to observe college vacation period.

Hearings This Week

MONDAY, JUNE 3, Jackson, Tenn.

Jackson Bcstg. Co., Jackson, Tenn.—CP new station 1490 kc 250 w; **Hub City Bcstg. Co., Jackson**—CP new station 1490 kc 250 w; **George Arthur Smith, Jackson**—CP new station 1490 kc 250 w.

MONDAY, JUNE 3, Chicago, Ill.

Hearing to be held on 18 applications for FM facilities in the Chicago area.

MONDAY, JUNE 3, Washington, D. C.

Hearing to be held on eight applications for commercial television facilities in the New York metropolitan area.

WEDNESDAY, JUNE 5, Mobile, Ala.

Gulf Bcstg. Co. Inc., Mobile, Ala.—CP new station 1340 kc 250 w; **Burton Bcstg. Co., Mobile**—CP new station 1340 kc 250 w; **Mobile Bcstg. Co., Mobile**—CP new station 1330 kc 5 kw, directional antenna.

WEDNESDAY, JUNE 5, Washington, D. C.

Times-World Corp., Roanoke, Va.; Roanoke Bcstg. Corp., Roanoke; Piedmont Bcstg. Corp., Danville, Va.—All seeking FM facilities.

WEDNESDAY, JUNE 5, Washington, D. C.

KGKL San Angelo, Tex.—CP 960 kc 1 kw night 5 kw day, directional antenna night.

THURSDAY, JUNE 6, Shreveport, La.

James A. Noe, Shreveport, La.—CP new station 1550 kc 250 w; **Frank H. Ford, Shreveport**—CP new station 1550 kc 250 w.

THURSDAY, JUNE 6, Washington, D. C.

Fred O. Grimwood, Bloomington, Ind.—CP new station 1490 kc 250 w. WKBV—Intervenor.

THURSDAY, JUNE 6, Washington, D. C.

WCBM Baltimore—CP 680 kc 10 kw day 5 kw night; **Tower Realty Co., Baltimore**—CP new station 680 kc 5 kw, directional antenna. WLAW—Intervenor.

Applications . . .

MAY 24

FM—Unassigned

Oneonta Star Inc., Oneonta, N. Y.—CP new metropolitan FM station to be operated on frequency to be determined by chief engineer of FCC and coverage to be determined.

AM—1270, 1300 kc

WXYZ Detroit; WOOD Grand Rapids, Mich.—Transfer of control of licensee corporation from Geo. W. Trendle, John H. King, H. Allen Compbell, and Howard O. Pierce to American Bcstg. Co. Inc. through sale of 100,000 shares of common stock.

AM—1490 kc

WWSW Pittsburgh—Authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

WKIX Columbia, S. C.—Authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

West Central Bcstg. Co., Peoria, Ill.—CP for a new metropolitan FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 13,400 sq. mi.

FM—Unassigned

The Wm. H. Block Co., Indianapolis, Ind.—CP new metropolitan FM broadcast station to be operated on 43.7 mc and coverage of 9,316 sq. mi.—AMENDED: to change frequency from 43.7 mc to "to be assigned," coverage from 9,316 to 13,854 sq. mi., population from 820,941 to 1,160,439, transmitter and studio locations, changes in antenna syatem and change in officers and directors.

AM—1240 kc

KBMY Billings, Mont.—Modification of CP which authorized a new station for approval of antenna and transmitter location and change studio location.

AM—1510 kc

KGA Spokane, Wash.—CP to increase power from 10 to 50 kw, install new transmitter, make changes in directional antenna for night use and change transmitter location—AMENDED: to change transmitter location.

Applications Dismissed:

AM—1450 kc

Edwin Mead, Miami, Fla.—CP new station 1450 kc 250 w and unlimited hours (request of attorney).

Video—44-50 mc

The Kansas City Star Co., Kansas City, Mo.—CP new commercial television station to be operated on channel 1, 44-50 mc, ESR of 2455 and power of vis: 4 kw and aur: 3 kw (request of attorney).

AM—1230 kc

Hill City Bcstg. Corp., Lynchburg, Va.—CP new station 1230 kc 250 w and unlimited hours. Contingent on grant in frequency to 610 kc for WLVA.

AM—1490 kc

WGKV Charleston, W. Va.—Acquisition of control of licensee corporation by R. M. Venable, through transfer of stock owned by E. R. Custer and Floyd E. Price.

AM—1030 kc

William F. Butt and Paris G. Singer, d b as The Voice of Thomaston, Thomaston, Ga.—CP new station 1030 kc 250 w and daytime hours.

AM—1230 kc

KYSM Mankato, Minn.—Consent to assignment of license to F. B. Clements and Co., a co-partnership composed of F. Braden Clements, Clara D. Clements, C. C. Clements, Durant F. Clements, Charles R. Butler Jr. and James F. Madden Jr., d/b as The Southern Minnesota Supply Co.

AM—1450 kc

Gifford Phillips, Denver, Col.—CP new station 1450 kc 250 w and unlimited hours.

MAY 28

AM—1360 kc

WPPA Pottsville, Pa.—License to cover CP as modified which authorized a new station; authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

WHUM Reading, Pa.—Modification of CP which authorized a new station for approval of antenna and approval of transmitter and studio locations.

AM—1450 kc

WHOS Savannah, Ga.—Modification of CP which authorized a new station to change type of transmitter for approval of antenna, for approval of transmitter and studio locations.

AM—1570 kc

Public Radio Corp., Tulsa, Okla.—CP new station 990 kc 250 w and daytime hours—AMENDED: to change frequency from 990 to 1570 kc, increase power from 250 w to 1 kw, change type of transmitter and changes in antenna.

AM—1030 kc

KWBU Corpus Christi, Tex.—Authority to determine operating power by direct measurement of antenna power for special service authorization; extension of special service authorization to operate on 1030 kc 50 kw power, using non-directional antenna during the hours from local sunrise at Boston, Massachusetts, to local sunset at Corpus Christi, Texas, for a period not to exceed six months.

AM—1540 kc

East-West Bcstg. Co., a partnership composed of John C. Griffith, James H. Lawson Jr., James G. Ulmer, James G. Ulmer Jr., M. Ward Bailey and T. S. Christopher, Fort Worth, Tex.—CP new station 1540 kc 250 w and unlimited hours—AMENDED: to change transmitter location.

FM—Unassigned

Harris County Broadcast Co., Houston, Tex.—CP new metropolitan FM station to be operated on frequency to be determined by FCC and coverage of 12,260 sq. mi.

AM—1460 kc

KSO Des Moines, Iowa—Modification of CP which authorized changes in directional antenna for night use and change in transmitter location, to install new transmitter, make changes in directional antenna for night use and install FM antenna on top of NW tower and extend commencement and completion dates.

FM—101.3 mc

Columbia Bcstg. System Inc., Minneapolis, Minn.—CP new metropolitan FM broadcast station to be operated on 47.7 mc and coverage of 12,150 sq. mi.—AMENDED: to change class of station from metropolitan to rural, frequency from 47.7 mc to channel 267, 101.3 mc, coverage from 12,150 to 22,300 sq. mi., population from 1,333,311 to 1,632,144, type of transmitter, transmitter location from Minneapolis to Anoka, Minn., and make changes in antenna system.

Video—76-82 mc

The Pulitzer Publishing Co., St. Louis—CP new commercial television station to be operated on channel 1, 50-56 mc and ESR of 1570—AMENDED: to change frequency from channel 1, 50-56 mc to channel 5, 76-82 mc, type of transmitter, transmitter and studio location and make changes in antenna system.

AM—1400 kc

KREO Indio, Calif.—Modification CP which authorized a new station for change in type of transmitter.

AM—1240 kc

KCRT Trinidad, Col.—License to cover CP which authorized a new station; authority to determine operating power by direct measurement of antenna power.

AM—590 kc

KHQ Spokane, Wash.—Voluntary assignment of license to KHQ.

AM—1230 kc

KVOC Casper Wyo.—Modification of CP which authorized a new station for change in transmitter location and extension of commencement and completion dates.

FM—90.1 mc

School District No. 4, Lane County., Eugene, Ore.—CP new noncommercial educational station to operate on channel 11, 90.1 mc, power of 250 w and emission special for FM.

Applications Dismissed:

Video—84-90 mc

Indianapolis Bcstg. Inc., Indianapolis, Ind.—CP new commercial television station to be operated on channel 5, 84-90 mc, ESR of 1420 and power of aur: 3 kw, vis: 4 kw (peak). (Request of attorney.)

Applications Tendered for Filing:

AM—1400 kc

WBLK Clarksburg, W. Va.—Consent to assignment of license to News Publishing Co.

AM—1400 kc

KVOP Plainview, Tex.—Acquisition of licensee corporation by W. J. Harpole through transfer of stock owned by J. C. Rothwell.

AM—920 kc

KOLO Reno, Nev.—Modification of CP to change directional antenna from night to day and night use and install new transmitter.

MAY 29

AM—550 kc

Midnight Sun Bcstg. Co., Anchorage, Alaska—CP new station 550 kc 5 kw and unlimited hours. (Call letters KENI requested.)

AM—1280 kc

Rochester Bcstg. Corp., Rochester, N. Y.—CP new station 1240 kc 250 w and unlimited hours—AMENDED: to change frequency from 1240 to 1280 kc, increase power from 250 w to 5 kw, change type of transmitter, install directional antenna for day and night use, change transmitter location from Rochester to Brighton, and change studio location.

AM—1230 kc

White Mountains Bcstg. Co. Inc., Berlin, N. H.—CP new station 1230 kc 250 w and unlimited hours.

AM—1450 kc

Mansfield Bcstg. Co., Mansfield, Ohio—CP new station 1450 kc 250 w and unlimited hours.

AM—1450 kc

Iron Mountain-Kingsford Bcstg. Co., Iron Mountain, Mich.—CP new station 1450 kc 250 w and unlimited hours.

Educational

WATX Ann Arbor, Mich.—Modification of CP as modified, which authorized a new non-commercial educational broadcast station for extension of completion date.

Video—60-66 mc

WPTZ Philadelphia—CP to specify frequency as channel 3, 60-66 mc, make changes in antenna system and change studio location and ESR from 500 to 554.

AM—1340 kc

Del Norte Bcstg. Co. Inc., El Paso, Tex.—CP new station 1560 kc 500 w night, 1 kw day and unlimited hours—AMENDED: to change frequency from 1560 to 1340 kc, change power from 1 kw day 500 w night to 250 w day and night, change proposed type of transmitter and make changes in vertical antenna.

AM—550 kc

Tar Heel Bcstg. System Inc., Clinton, N. C.—CP new station 550 kc 1 kw and daytime hours.

AM—1490 kc

Joe V. Williams Jr., Chattanooga Tenn.—CP new station 1490 kc 250 w and unlimited hours.

FM—Unassigned

Herbert Herff, Memphis, Tenn.—Modification of CP which authorized a new metropolitan FM broadcast station, to change name to Herbert Herff, tr/as WHHM Bcstg. Co.

FM—101.7 mc

Arkansas-Oklahoma Bcstg. Corp., Fort Smith, Ark.—CP new rural FM station on channel 269, 101.7 mc and coverage of 17,156 sq. mi.

AM—1400 kc

KCHS Hot Springs, New Mexico—Modification of CP which authorized a new station for approval of antenna and approval of transmitter location.

AM—1540 kc

Leon Wyszatycki, tr/as Huntington Bcstg. Co., Huntington Park, Calif.—CP new station 1540 kc 5 kw and daytime hours.

Applications Tendered for Filing:

AM—1050 kc

James R. Doss Jr., Decatur, Ala.—CP new station 1050 kc 250 w and daytime hours.

AM—800 kc

J. E. Massey & L. C. McCall, d/b as Palatka Bcstg. Co., Palatka, Fla.—CP new station 800 kc 250 w and daytime hours.

AM—1490 kc

Enterprise Publishing Co., Thomas H. Frier and W. R. Frier, partners, Douglas, Ga.—CP new station 1490 kc 250 w and unlimited hours.

AM—1240 kc

A. J. Fletcher, Charlotte, N. C.—CP new station 1240 kc 250 w and unlimited hours.

AM—1410 kc

Baird Bishop and Ed Bishop, d/b as Dalrad Associates, Dalhart, Tex.—CP new station 1410 kc 250 w and unlimited hours.

AM—1340 kc

KVIC Victoria, Tex.—Consent to transfer of control of licensee corporation from Morris Roberts to J. G. Long.

AM—1230 kc

Intermountain Bcstg. Co. Inc., Alamogordo, N. H.—CP new station 1230 kc 250 w and unlimited hours.

So That's It

"WHEN an orchestra leader waves his hands and the musicians play loud, that's fortissimo," Bob Burns averred on his May 23 Lifebuoy broadcast on NBC. "But," he went on, "when an orchestra leader waves his hands and the musicians don't play at all, that's Petrillo."

The Nunn Stations

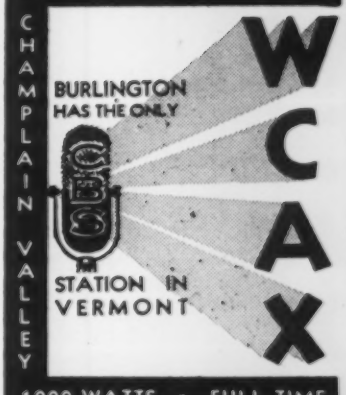
SERVE AND SELL IN

5 GROWING MARKETS

- WMOB—ABC Mobile, Ala.
- WBIR—ABC Knoxville, Tenn.
- WLAP—ABC Lexington, Ky.
- KFDA—ABC Amarillo, Tex.
- WCMI—CBS Ashland, Ky. Huntington, W. Va.

ALL NORTHERN VERMONT

CHAMPLAIN VALLEY



1000 WATTS • FULL TIME

WCKY

the 50,000 watt voice of Cincinnati

COME AND GET IT says... MR. REDDY CASH

"Treasure Chest" awaits your message in the heart of the world's largest oil field.
— KFRO influences buying habits of 500,000 people.
• American
• Mutual

KFRO
LONGVIEW, TEX
VOICE OF EAST TEXAS

WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

GOING 5000 WATTS

KTFI
TWIN FALLS · IDAHO
WEED & CO., Representatives

CBS WJNO

DUOPOLY QUESTIONS ON KAND TRANSFER

DUOPOLY questions will be studied in the hearing ordered by FCC [BROADCASTING, April 29] on the proposed $25,000 sale of KAND Corsicana, Tex. to a group which included several persons identified with KRLD Dallas and its parent company, Times Herald Printing Co.

J. C. West and Frederick Slausson, co-owners of KAND, applied last December for FCC consent to assignment of license from Navarro Broadcasting Co. to Alto Inc. [BROADCASTING, Dec. 10, 1945]. Ten per cent interest in the assignee firm is held by Mr. West. T. C. Gooch, principal owner of Times Herald Printing Co., KRLD President John W. Runyon and several others associated with the Dallas station or publishing firm own a total of 28% of Alto stock. The rest is owned by Corsicana businessmen.

Issues for the hearing include determinations of the amount and character of overlap in service between KAND and KRLD; nature of connections between Alto Inc. and the Dallas companies, and "whether . . . the application may be granted in view of the provisions of Sec. 3.35 [multiple ownership rule] of the Commission's regulations." Date for the hearing has not been set. KAND operates on 1340 kc with 250 w fulltime.

NLRB DECISION AWAITED BY WFHR

DECISION of the National Labor Relations Board examiner on charges that WFHR Wisconsin Rapids, Wis., has indulged in unfair labor practices is awaited by the station and IBEW, which made charges against the station. Charges that WFHR refused to bargain with Local 715 of IBEW were withdrawn by Government counsel at the hearing, held May 21 before Examiner R. N. Dunham.

W. F. Huggman, owner, and George T. Frechette, manager of WFHR, denied remaining charges of unfair labor practices. The NLRB complaint alleged they had demoted Garth Bowker, chief engineer, to operator because of union activity. They testified the change was based on his qualifications. Examiner Denham's decision can be appealed to the NLRB in Washington.

Eddy Recalled by Navy

WILLIAM C. EDDY, director of WKBK, Balaban and Katz television station in Chicago, has been recalled by the Navy Dept. for temporary duty as civilian consultant in connection with rebuilding of naval electronics television program. Mr. Eddy, who organized a school for Navy technicians during the war and was retired from service as a captain, left the station last week on "a few months" leave of absence.

We Had Our 'Lost Weekend'

(*Continued from page 10*)

BROADCASTING. I imagine the whole radio industry is disturbed over the delay in your regular publication, but I for one would like to go on record as requesting that you consider seriously sending out the little outline report on a weekly basis." (We like public interest sustainers, Charlie, but we believe in the American system of broadcasting---and publishing).

Howard L. Chernoff, managing director, The West Virginia Network: "I think your abbreviated edition of BROADCASTING was a swell service not to mention the PA and UP budgets you sent through. x x x Thanks for such swell service."

Karl A. Bickel, former president, UP: "It was real journalism in the face of the emergency . . ."

Nathan Wilcox, Graybar District Radio Engineer: "Your Newsletter is a swell idea---why not make it a permanent feature?"

Robert Wasdon, manager, WMON Montgomery, W. Va.: "Congratulations on your 'interim' edition . . ."

Arthur L. Jansen, Allers Jansen Co. advertising agency: "The coverage that you gave us in four pages was truly remarkable and we would like to say, 'Thanks very much'."

Frank M. Russell, vice president, NBC: "This is a helluva good idea---quick reading---no advertising---keep it up." (We will, Mr. Russell, if NBC will drop all advertising.)

I wish we could nod to all of those who nodded to us, but there's no space for it.

But all of us, who really revelled in that wild weekend, are happy---since evidently you felt that we bent our backs to good purpose.

Thanks.

Sol Taishoff

Editor and Publisher

ROCKET COVERAGE

KOB Sends V-2 Broadcast Over Telephone Lines

THRILLING LIVE broadcast of the take-off of a V-2 rocket at White Sands, N. M., May 10, was sent out over telephone lines from the desert to the KOB Albuquerque studios. According to the station, wire services got first coverage from the broadcast, and had the news of the experiment on the wires before other correspondents could file their stories.

George S. Johnson, chief engineer, Felix Adams, Jr., program director, and John R. Kirk, special events announcer, arrived at White Sands Proving Ground and, says the station, "requisitioned the only telephone line leading to the outside world."

Theodore Willrath

THEODORE WILLRATH, 41, field supervisor with McCann-Erickson, New York, died May 24 in New Rochelle Hospital after a long illness. From 1937 until his death, except for a brief period during the war devoted to specialized war work, he was associated with the agency.

FIVE MORE GIVE UP VIDEO APPLICATIONS

FIVE ADDITIONAL withdrawals from the television field, bringing the total to 68, were announced last week by the FCC. The dismissals left 69 pending applications.

The television boxscore at the end of the week stood: stations operating or authorized—26; applications scheduled or set for hearing—24; hearing cases awaiting decision—8.

Last week's dropouts were: The Jam Handy Organization Inc., Detroit; Sherron Metallic Corp., Huntington, N. Y.; Television Productions Inc., San Francisco, WAVE Inc., Louisville, Ky.; Radio Station WOW Inc., Omaha.

As the result of the withdrawal of Television Productions Inc., a subsidiary of Paramount Pictures, there was a possibility the San Francisco television hearings, scheduled for July 15, may be cancelled. The dismissal reduced the number of applicants to six.

Withdrawal of WOW left Omaha without an applicant. Previously World Publishing Co. had dropped out. The WAVE action left the Courier-Journal and Louisville Times Co., sole Louisville applicant.

BEAUTIFUL AND BRIGHT is "Miss Radio News of 1946," Ina Shippey, KPO-NBC San Francisco news writer. She was voted "most beautiful news-writing girl from coast-to-coast" by *Newscaster*, INS magazine. Trophy was gold bracelet. She writes *News in Advertising*, Sunday NBC feature, in addition to other news duties, and as acting head of KPO news and special events she directed KPO coverage of the Alcatraz riots.

Set Production Estimate Presented for Du Mont

BARRING strikes and other economic disturbances, Allen B. Du Mont Labs. "will deliver receivers in excess of $7,000,000 by the end of the year," S. B. Levaur, sales manager of the company's receiver sales division, said last week. "It appears that we could easily sell five times that amount if production problems were normal," he added.

Mr. Levaur reported that following the public showing of Du Mont receiver line early in May [BROADCASTING, May 13] more than $2,000,000 worth of sets have been sold to the company's 12 authorized dealers in the New York area. Demonstrator sets will go out to dealers by June 10, he said, and Du Mont expects to have sets available for public purchase by late August or early September.

The market for new video sets includes the owners of pre-war models as well as those who do not now own television receivers, Mr. Levaur reported, stating that a survey made by Du Mont dealers indicates that 90% of the owners of pre-war sets want new ones.

Continue for GF

GENERAL FOODS Corp., New York (Maxwell House coffee), having refused to release George Burns and Gracie Allen from their contract for a Sunday night spot with F. W. Fitch Co., (shampoo, shaving cream) following a summer vacation layoff, on Sept. 6 resumes the weekly *Burns & Allen Show*. Time is to be set. With release turned down, comedy pair amicably agreed to continue another season for present sponsor. Agency is Benton & Bowles, N. Y.

Announcers, Writers Training School Plans to Be Submitted to NAB Board

PLAN for operation of the industry's own training school for announcers and continuity writers will be submitted to the NAB board at its Aug. 6-8 meeting in Estes Park, Col., according to F. C. Sowell, manager of WLAC Nashville, author of the idea.

"Just because small-town weekly newspapers are known by the poor quality of their print is no reason why low-wattage radio stations should be distinguished by inferior announcing," said Mr. Sowell in informing NAB directors by letter of his scheme. He told them the idea would be presented to the board by Wiley Harris, WJDX Jackson, Miss., newly-elected director for the 6th District.

Higher Esteem

Broadcasting will be held in much higher esteem when announcing and copy are universally good, he said. Quantity of job applicants is ample, he added, but quality leaves much to be desired.

Endorsement of the idea has been given by Justin Miller, NAB president, who suggested that station executives discuss it. He wrote Mr. Sowell that "there is no question but that the prestige of radio is governed in large measure both by what the announcer has to say and how he says it. The importance of intelligent copy, intelligently presented cannot be overemphasized."

Basic format of the plan is simple ,according to Mr. Sowell, who feels the NAB is the logical organization to undertake it. The school would be tuition-free, with candidates carefully screened. Two years of college is proposed as an entrance requirement. An intensive 12-month course would be given, with announcers receiving off-air experience in different types of announcing to determine their specialties.

Continuity writers would hear the programs produced and played back. First three months would determine if applicants were qualified. Refresher courses for announcers and writers also are proposed.

Wide approval has been voiced by station executives, according to Mr. Sowell, who enticingly asks: "Wouldn't it be a great relief if we could call NAB at any time and say, 'Send me an announcer' or 'Send me a continuity writer' and know that we could expect to get exactly what we wanted?"

ANOTHER PROTEST
Richardson Sends Telegram To UN's Cohen

STANLEY RICHARDSON, NBC newsman and chairman of a standing committee of broadcasters accredited to the United Nations, last week sent a second telegram to the UN charging continued discrimination against broadcasters at the subcommittee hearings on Spain. See earlier story page 29.)

Telegram, sent to Benjamin Cohen, assistant secretary general in charge of public information, read: "The American radio broadcasters accredited to the UN regret that thus far they have received no assurance from your office that there will be a reversal of the decision of the subcommittee investigating Spain to prohibit direct radio broadcasts of the committee proceedings."

The telegram stated further that the broadcasters thought the UN organization itself would be untrue to the principles for which it stood if this condition were permitted to continue.

IS TULSA TO HAVE DOUBLE BARRAGE?
Paper Fears Political Medicine Prescription In Kerr-Bennett Applications

IN A HIGHLY editorial news story, the *Tulsa Daily World* of May 26 launched a new attack on the Governor Kerr-Gaylord application for a Tulsa station. Included in the "axis" was Dr. Henry G. Bennett, Oklahoma A & M president, applying for a Stillwater station for "strictly educational purposes," says the *Daily World* with typewriter in cheek. E. K. Gaylord, Oklahoma City publisher and operator of WKY, is the Governor's financial backer, the writer says.

The paper accuses applicants of trying to feed "Tulsa and northeastern Oklahoma . . . a double dose of the brand of political medicine being dished out by Governor Kerr and his mentor, Dr. Bennett."

According to the *Daily World* both are applying as insurance that one or the other will get the station grant. "Both can't miss," says the paper. "The Kerr-Gaylord application, turned down once before," the piece continues, "is for 25 kw night, 50 kw day . . . on 740 kc. The A & M station would operate on 10 kw and 760 kw."

Citing the FCC's rules about stations of such class and power having to be separated by 156 miles, the *Daily World* smirks, "it is still 73 miles from Tulsa to Stillwater or vice versa."

"If it comes to a showdown," continues the paper, ". . . Kerr merely has to tell Bennett to forget his [application]. Since neither Bennett nor the college officials can do anything without the approval of their board of regents and they are all appointed by Kerr, the answer would be obvious."

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Two engineers with first class tickets for progressive Rocky Mountain NBC regional. Experience preferred but not necessary on one, other must be fully experienced. Lifetime job, and pleasant working conditions. Write Box 286, BROADCASTING, giving qualifications and salary expected.

Man with first phone ticket who can do light announcing. Our employees know about this ad. Box 342, BROADCASTING.

Station manager—250 watt operation to begin around September 1st or earlier, wants manager, excellent opportunity. Located in middle western small town. Give full details first letter. Box 348, BROADCASTING.

Wonderful opportunity for capable manager. New one kilowatt station central Michigan. Must be capable of handling all management, sales and operation problems. Give complete information and salary expected. If successful, will be given opportunity to buy in later. Box 352, BROADCASTING.

Sales opportunity—New 250 watt network New England station has opening for young, imaginative salesman. Excellent opportunity. Salary plus commission. State qualifications and financial requirements. Box 358, BROADCASTING.

Sales, copywriters, Radio's Reliable Resources. (Employment Agency), Box 413, Philadelphia 5.

Wanted—Experienced southern announcers for southern stations. Box 359, BROADCASTING.

NBC affiliate wants experienced copy writer for straight commercial copy, script shows, musical programs. Give age, experience. Enclose photograph. Box 361, BROADCASTING.

Combination announcer-operator with first class license for regional NBC affiliate. Send snapshot first letter. KSEI, Pocatello, Idaho.

Wanted—First class operator for transmitter shift on small network station. No announcing. KVOP, Plainview, Texas.

Combination operator-announcer. Must have first class radio telephone license. Pay $40.00 to $50.00 for 40 hour week dependent on announcing ability. Send audition transcription and particulars to WDLP, Panama City, Florida.

Engineer-announcer wanted by NBC station in citrus belt of Florida. Experience in routine announcing required. No engineering experience necessary. First class license required. Good salary. Opportunity for advancement. Radio Station WLAK, Lakeland, Florida.

Wanted immediately—For live audience show, a congenial, experienced ad lib showman who can write and handle a radio stage show with a Bailey, Breneman and MacNiel personality. Rush full information with audition disc to Box 372, BROADCASTING.

Good combination operator and announcer with first class license. NBC station, intermountain west. Substantial salary and permanent affiliation for right man. Box 373, BROADCASTING.

Situations Wanted

Another of our clients is on the air. They had the idea—we handled the details—got the CP—built it where they wanted and what they wanted. The idea is now real. We can do the same thing for you. May we show you how? Box 371, BROADCASTING.

Available June 15—Young, energetic, conscientious announcer. Four years experience, including programming and managing. Desire eastern location; but will accept good offer anywhere. Box 360, BROADCASTING.

Top-flight announcer. Veteran. 10 years radio experience. Reported UN conference for CBS in London and Nuremberg Sessions for Mutual in Germany. Network calibre. Interested in news and sports announcing small progressive station with future. Now employed. Will go anywhere. Box 362, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer—Fifteen years experience in operation, maintenance, construction, installation, AM—FM to 50 kw. Age 37. Minimum $400. Available four weeks notice. Box 277, BROADCASTING.

Location or wattage of station doesn't count. Combination program director-announcer - salesman - interested in change. Twelve years experience—six with present employer. Salary reasonable. Permanent only. Box 324, BROADCASTING.

Sports-news announcer available now. 10 years experience on play-by-play sports and sports commentary. News writer, editor, broadcaster; general staff work. Able, creative, cooperative, excellent client relations. Married, sober, dependable. Audition transcription. Box 332, BROADCASTING.

Veteran—Single, 31, creative, versatile experience, announcing, music, writing, seeks small station position. Will furnish references, recording, photograph. Box 333, BROADCASTING.

Program director—production, pre-war experience big network show. Ex-naval officer, war service as radio and communication officer aircraft carrier. Local station experience KDKA. Currently coproducing new NBC sustainer, and other packages in sales market. Many ideas, initiative, and desirous of hard work. Box 337, BROADCASTING.

Engineer—Seven years broadcast. Construction two stations. 32, single, available two weeks. Minimum $3,500. Box 340, BROADCASTING.

New York no place for: Veteran—announcer with commercial, newscasting, platter, script-writing experience on AFN, and May graduate of NBC-Columbia University School of Announcing and Radio. So asking for chance on small station to prove ability. Prefer east and college town, but will go anywhere. Transcription, photo available. Box 344, BROADCASTING.

Engineer—Seeks immediate association with existing or proposed AM or FM station as chief or assistant chief engineer, or other capacity. Extensive transmitter experience, both AM and FM, including design. College graduate with first class license. Available on ten days' notice. Box 349, BROADCASTING.

Announcer—Experienced, desires permanent all-round announcing position. Box 350, BROADCASTING.

Experienced commercial manager—program director, thoroughly acquainted all phases of selling and programming, desires position with local station in east. College graduate, single. Know NY agencies and production well. Best references. Box 351, BROADCASTING.

Announcer-ex-serviceman. Age 22, allround experience with ABC affiliate. Will travel anywhere. Transcription and reference on request. Available immediately. Box 353, BROADCASTING.

Experienced announcer — sportscaster—promotion director. Available immediately. Box 355, BROADCASTING.

Sales promotion manager top-flight background desires change. Negotiations strictly confidential. Box 356, BROADCASTING.

Transmitter engineer studio control press operator desires position southwest. First radiotelephone, first radiotelegraph. Box 357, BROADCASTING.

Edward Murphey—Public service program specialist desires radio connection as director. Prefer Pacific or midwest city hundred fifty thousand or under. Address 248 South Los Robles, Pasadena, Calif.

Combination sports announcer and publicity man. Former Field Artillery Captain, 26. Can write and announce sports and news. Wrote athletic publicity by large eastern college before service. Excellent references. Ben Mintz, c/o BROADCASTING, 250 Park Ave., New York 17, N. Y.

Selling — announcing combined — staff man and sports specialist; veteran; seven years Mutual affiliate; one year program director AFRS station; permanent position only. Box 363, BROADCASTING.

Situations Wanted (Cont'd)

Writer-announcer. Officer—veteran. Specialize program scripts, advertising copy. Excellent voice. Magazine editing experience. Single, 26. Desire connection with progressive small station. Box 366, BROADCASTING.

Announcer—Experienced in sports, news, special events. Good education, appearance, personality. Age 35, married. Box 367, BROADCASTING.

Announcer—20. Eighteen months experience on 1 kw ABC affiliate. Competent newscaster. Knowledge of programming and writing. Currently employed but desirous of bettering myself. Transcription, photograph and references on request. Box 368, BROADCASTING.

Engineer—First phone/telegraph. 2½ years operating experience 300-1000 w U. S. Army-Maritime service. No announcing experience. Desire position operator or combination anywhere 300 mile radius N.Y.C. Details on request. Box 369, BROADCASTING.

Engineer; studio, transmitter, first phone. 5 years experience, 50 kw and networks. Single, will travel. Box 370, BROADCASTING.

Script writer. Young, fresh ideas, talented Army and civilian experience. Desire contacts or employment. Will submit samples. Paul Wasserman, 702 Sheffield Ave., Brooklyn 7, N. Y.

Recently discharged GI. Single—announcing experience in service and civilian life. Can handle anything. Vaughn Hertz, Clintonville, Wisc.

Engineer-Veteran. Experienced as studio, recording, transmitter engineer. AM, FM, latter a specialty. First class phone license. Formerly with AFN. Married. Capable at installation, operation and maintenance. H. Stanley Cord, 1005 Jerome Ave., Bronx, New York City.

Engineer-veteran. 1st class radiotelephone license. Married, 29. Six years experience, 2 years civilian, 4 years AFRS. Can announce, flip platters, handle controls. Ted Duay, Locust Lawn Farm, Freehold, N. J.

Qualified—Available producers, news, salespeople. Radio's Reliable Resources. Box 413, Philadelphia 5.

I'll go anywhere. Salary secondary. Experience on New York stations, also while in Navy Welfare Dept. Hold restricted ticket. Desire permanent announcing, news or disc-jockey position. Single, ambitious, cooperative. Jack Lazare, 250 West 88 St., New York 24, N. Y.

First class radiotelephone operator looking for spot. Box 378, BROADCASTING.

Announcer. 8 year background director, producer, script-writer, New York area. Chief announcer, program director for Army radio station in Bavaria. Single, 30, desires connection with progressive station. Transcription available. Box 374, BROADCASTING.

Commercial announcer—music director. Married. One year experience before war. Have worked several stations, including Chicago. Have done telephone, street, and platter shows. J. M. Skipton, 1906 W. Ogden, Chicago, Ill.

Consultant, manager with extensive program promotion experience. Box 375, BROADCASTING.

Audience-catcher. One of the best program directors (to make a station a leader). $4000. Superb references and experience. Civic-minded, strongly commercial, imaginative. "Agreeable and successful. Box 376, BROADCASTING.

Executive position, preferably assistant manager, southern station, desired by veteran, 33, married, 8 years actual broadcast experience in two stations, 5 years Army radio administration, First Class phone license, highest Army and business references, employed, available month's notice, will consider investment, reason for change desire to live in south. Box 379, BROADCASTING.

It's time to move up! Here's a disc jockey personality man who really sells! A man anxious to prove there are men as good as Godfrey. Sincere, hard worker, ideas which click. Family man, 4 years radio, 3 years show business experience. Want northern affiliation with future. Prefer interview. Present salary, $4000.00, what's your offer? Box 380, BROADCASTING.

Announcer; veteran, broadcasting school and small station experience, immediate availability, college graduate. Box 382, BROADCASTING.

Situations Wanted (Cont'd)

Program director. Need man to develop a sound, highly commercial program structure? 7 years experience as announcer, assistant continuity director actor, morning man, and manager of chain live shows. Am veteran and family man. Desire permanent position with progressive organization. Box 381, BROADCASTING.

Announcer producer. 7 years all phases broadcasting, local and national. Highly recommended by past employers, clients and agencies. Excellent voice, references and background. Widely known for one man shows and ventriloquism. Family man, 28. Photo, qualifications, transcription if you are looking for versatility plus air salesmanship. Box 384, BROADCASTING.

For Sale

Immediate delivery—2—Western Electric Type 700-A frequency control units less tubes. Also 5 volt HV filament transformer and 2500 volt transformer. Make offer for one or all. FM Radio and Television Corp., Riverside, California.

Transmitter—Western Electric one kilowatt type 353-EI complete with one set of tubes $4000.00 FOB Boston. Western Electric type KS 10017 coaxial antenna new and in original packing box, offers requested. WHDH, Hotel Touraine, Boston, Mass.

For sale—RCA 71-A vertical pick up with matching transformer. WMFF, Plattsburg.

For sale—Forty percent interest in 500 watt unlimited CBS affiliate, $140,000. Current indebtedness — approximately $61,000. Purchaser will assume proportionate share of this liability. Station income estimate—$90,000 yearly. Do not reply unless purchaser agrees to price and terms herein specified. Complete details available. Include complete identification and business association. Box 354, BROADCASTING.

Wanted to Buy

Portable wire recorder—playback 110V A. C. Box 385, BROADCASTING.

Miscellaneous

Publicist and writer has five figures for active investment in proposed or established radio station. Principals only. Box 325, BROADCASTING.

An investment. Newly-formed Transcription Company needs capital. An opportunity to invest and share in sound business idea. Complete facilities available. Five fine commercial shows in production. Replies held in strict confidence. Box 377, BROADCASTING.

WANTED

A Disc Jockey who knows all the tricks of the trade. Capable of handling several hours per day. If you have what it takes—we have a 5 kw Pacific Northwest station that can use your services. In reply give full details as to experience, age and personal qualifications. Your reply will be held in strict confidence.

BOX 365, BROADCASTING

HELP WANTED

Salesman wanted for new 1,000 watt daytime station in promising market. Must be experienced in selling radio time, must have ideas and personality. Do not apply if too far away to come for personal interview. New Britain Broadcasting Company, New Britain, Connecticut.

GUMPTION, WORK AND MONEY

Tired of listening to wishful thinkers. I want one (or two at most) aggressive young men, unafraid of work, with an eye to the future, who have $10,000 or more to pool with my funds, which will be sufficient to build an FM station in the East now! Box 364, BROADCASTING.

Hospital Interview

UNUSUAL precautions had to be taken on the *We the People* broadcast by May 26 when Phil Woodyall conducted an interview from the isolation ward at the San Francisco City and County Hospital. Mr. Woodyall had to change into a sterilized hospital gown and mask while interviewing Maj. Hans Hornbostel and his wife, Gertrude, a victim of leprosy.

Can Promotion

IN A PUBLICITY campaign designed to welcome the return of the steel-and-tin container to the shelves of neighborhood stores, the Can Manufacturers Institute is issuing recipes, news and feature articles to 650 radio broadcasters throughout the country in addition to using magazines, newspapers, women's clubs, youth groups, industrial organizations and Government agencies.

Transmission Property Rights Test Is Foreseen in NBC Video Question

LEGAL BATTLE over rights of a television broadcaster in his transmissions and specifically whether a television broadcast can be reproduced in a theatre charging admission without permission of the broadcaster will probably reach the courts before the year is out.

Brig. Gen. John Reed Kilpatrick, president of Madison Square Garden Corp., told BROADCASTING on Friday that as soon as Paramount Pictures has its theatre television receiving equipment ready for use in a New York theatre the Garden will probably arrange for the theatre reproduction of one or more of its fights, despite the claim of NBC that its contract gives it "exclusive television rights" to these bouts.

"No decision has been reached concerning the Louis-Conn fight," General Kilpatrick said, "but it is unlikely that Paramount will be ready by that date." Asked if the Garden would arrange for theatre pickups of its fights when Paramount has its equipment installed, he said, "as soon as they are ready, we will probably do it."

NBC within the last two weeks has begun including in all WNBT programs announcements to the effect that the programs are designed for home reception only and that they cannot be used commercially without NBC's permission. Network admits that the announcement is not aimed at bars or other places which have installed television receivers as a business booster, but at preventing anyone else from charging admission for an NBC telecast without the network's permission. Announcements are designed, according to NBC, to deny any implication that a telecast becomes public property the minute it goes out over the air and to go on record as maintaining that NBC has property rights in its transmission.

CBS has been including similar announcements on the programs of WCBW, its video station, since the station first went on the air in 1941.

On Eastern Trip

HAROLD J. BOCK, western division television manager of NBC, leaves Hollywood June 5 for three weeks of home office television conferences.

Report Shows Drop In Sponsored Time

DUE TO A DROP in network sponsored shows, the current total sponsored hour index is 74.25, or six and one half hours less than a year ago, according to C. E. Hooper Inc. May 30 report.

Bob Hope placed first in the May 30 network Hooperating for the top 15 evening programs. Red Skelton is second, his highest rank order to date, and *Fibber McGee & Molly* is third.

With radio listening adjusted to daylight saving time average evening sets-in-use reported was 25.1, against 26.1 for last report and 27.5 a year ago. Average evening rating is now 8.1 for program comparisons, compared with 8.6 last report and 8.4 a year ago. Average available audience is 77.9, down 0.3 from the last report and up 0.8 from same period last year.

Ratings of top 15 evening programs were: Bob Hope 27.5, Red Skelton 24.2, *Fibber McGee & Molly* 23.5, Fred Allen 19.8, *Screen Guild Players* 19.7, *Radio Theatre* 19.0, *Charlie McCarthy Show* 18.8, *Mr. District Attorney* 18.4, Jack Benny 18.3, Walter Winchell 17.4, Kay Kyser 16.3, *Jack Haley With Eve Arden* 16.3, *Take It or Leave It* 15.5, Abbott and Costello 14.9, *Amos 'n' Andy* 14.5.

Two Conditional FM Grants Superseded By Full Construction Permits Last Week

FINAL construction permits to two conditional FM grantees were announced last Monday by the FCC, bringing to 54 the total issued since resumption of normal licensing. Both permittees had previously received engineering approval.

The grants were issued to Georgia-Alabama Broadcasting Co., Columbus, Ga., for a metropolitan station, and Minnesota Broadcasting Corp. (WTCN), Minneapolis, for a rural station. The Columbus company is owned equally by A. H. Chapman, W. E. Page, M. R. Ashworth, Mrs. Wyline Page Chapman, and Mrs. Annie Laurie Page Ashworth. The group own both the Columbus *Enquirer* and the Columbus *Ledger*.

The two final grants were issued to:

Georgia-Ala. Broadcasting Corp., Columbus, Ga.	CP for metropolitan station; channel (No. 242) 96.3 mc; 9.4 kw; antenna: 602 ft.
Minnesota Broadcasting Corp., Minneapolis, Minn.	CP for rural station; channel (No. 246), 97.1 mc; 192 kw; antenna: 491 ft.

Program Analysis and Audit System Is Installed at WFIL Philadelphia

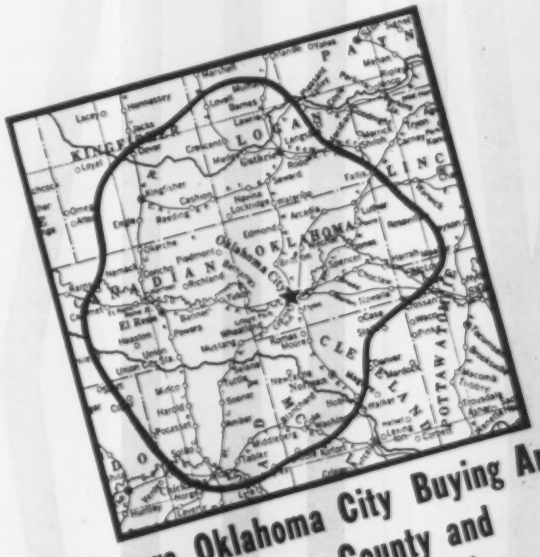
INSTALLATION of a program analysis and audit system to make available current program reports has been announced by Roger W. Clipp, general manager of WFIL and WFIL-FM Philadelphia. Handled by Paul F. Peter, a partner of Frazier and Peter, Washington radio management consultant firm, system is believed by Mr. Clipp to be the first instance of a station creating a complete recording, analysis and auditing system for programs comparable with the accounting of financial matters for business operation.

Mr. Peter

With the system WFIL will be able to have current reports on programs by types, time, sources, "content and intent," prepared with audit thoroughness. Arrangements between the station and Mr. Peter had been completed by the station in early March, prior to the release by the FCC of its Blue Book report. Mr. Peter was retained to study program analysis systems which have been used in network operation, study WFIL program operation and to recommend and prepare an audit system. He assisted in engaging and training an analyst and will continue as advisor to the station on current analysis and reporting. He will make periodic audits of the system in operation.

Mr. Peter is former research director for NAB. In 1930 he created and operated NBC's first research and statistical department and in 1931 was responsible for the installation at NBC of the network's program analysis system.

A MUTUAL STATION



Covers Oklahoma City Buying Area— Oklahoma County and Six Adjacent Counties

which covers actually the heart of Oklahoma's buying power comprising Oklahoma City proper, its metropolitan area and the big buying power of these six centrally located counties.

Represented by the Walker Company

BMB Reports 95.2% Urban Radio Families

URBAN families in the United States have 95.2% radio ownership, with rural non-farm (village) families 87.4% and rural farm families 76.2%, according to an analysis by Broadcast Measurement Bureau. New York and Massachusetts lead in density of urban radio families with 98.2%, Connecticut tops the village group with 97.1% and New Jersey heads the farm class with 93.5% radio ownership, according to BMB.

Massachusetts tops radio ownership by all families, BMB found earlier [BROADCASTING, May 20].

BMB explains that its family figures for the nation as a whole differ slightly from Census Bureau data but fall well within the Bureau's limits of statistical reliability. The Bureau reports a two-thirds probability that a complete census would reveal between 22,000,000 and 22,841,000 urban families own radios. BMB's figure of 22,597,000 differs from the Bureau figure by only .8%. Differences in village and farm figures are similarly slight. The differences are due to the fact that BMB sought to maintain the same rank order of urban, village and farm radio ownership disclosed by the 1940 census.

Kenneth H. Baker, NAB Director of Research, pointed out that the heaviest increases occurred in rural nonfarm and rural farm radio families. Total number of rural farm families declined 11% from 1940 to 1945 but the number of radio families increased 13%. Rural nonfarm families increased 5% for the period but radio families in that category rose 17%. Urban families increased 15%, urban radio families 19% in the period.

	Total			Urban			Rural—Nonfarm			Rural—Farm		
	Families	Percent Radio	Radio Families	Families	Percent Radio	Radio Families	Families	Percent Radio	Radio Families	Families	Percent Radio	Radio Families
New England	(2,353,000)	(96.9)	(2,280,000)	(1,822,000)	(97.9)	(1,784,000)	(414,000)	(94.4)	(391,000)	(117,000)	(89.7)	(105,000)
Maine	224,100	92.2	206,600	98,700	96.0	94,800	90,400	90.4	81,700	35,000	86.0	30,100
New Hampshire	135,200	94.2	127,400	79,900	96.1	76,800	41,400	92.0	38,100	13,900	89.9	12,500
Vermont	88,600	93.6	82,900	35,600	97.5	34,700	33,000	92.4	30,500	20,000	88.5	17,700
Massachusetts	1,183,400	97.9	1,158,900	1,063,300	98.2	1,044,200	98,000	96.0	94,100	22,100	93.2	20,600
Rhode Island	205,100	97.7	200,300	187,700	97.9	183,800	14,900	95.3	14,200	2,500	92.0	2,300
Connecticut	516,600	97.5	503,900	356,800	98.0	349,700	136,300	97.1	132,400	23,500	92.8	21,800
Middle Atlantic	(7,600,000)	(96.9)	(7,365,000)	(6,022,000)	(97.9)	(5,897,000)	(1,208,000)	(94.4)	(1,140,000)	(370,000)	(88.6)	(328,000)
New York	3,759,000	97.6	3,667,000	3,180,000	98.2	3,122,000	422,000	95.5	403,000	157,000	90.4	142,000
New Jersey	1,217,000	97.5	1,186,000	1,006,000	97.9	985,000	180,000	95.6	172,000	31,000	93.5	29,000
Pennsylvania	2,624,000	95.7	2,512,000	1,836,000	97.5	1,790,000	606,000	93.2	565,000	182,000	86.3	157,000
East North Central	(7,911,000)	(95.4)	(7,550,000)	(5,518,000)	(97.4)	(5,375,000)	(1,350,000)	(92.7)	(1,251,000)	(1,043,000)	(88.6)	(924,000)
Ohio	2,085,000	95.4	1,989,000	1,476,000	97.3	1,436,000	362,000	92.5	335,000	247,000	88.3	218,000
Indiana	1,048,000	93.4	979,000	635,000	96.2	611,000	220,000	91.4	201,000	193,000	86.5	167,000
Illinois	2,330,000	95.7	2,230,000	1,785,000	97.4	1,738,000	324,000	91.7	297,000	221,000	88.2	195,000
Michigan	1,596,000	96.4	1,538,000	1,106,000	98.0	1,084,000	282,000	94.7	267,000	208,000	89.9	187,000
Wisconsin	852,000	95.5	814,000	516,000	98.1	506,000	162,000	93.2	151,000	174,000	90.2	157,000
West North Central	(3,658,000)	(92.0)	(3,365,000)	(1,916,000)	(95.8)	(1,836,000)	(787,000)	(89.8)	(707,000)	(955,000)	(86.1)	(822,000)
Minnesota	723,500	95.2	689,000	417,500	97.7	408,000	132,200	92.5	122,300	173,800	91.3	158,700
Iowa	682,200	94.5	644,700	343,100	96.4	330,800	153,200	92.6	141,900	185,900	92.5	172,000
Missouri	1,089,400	89.0	969,100	637,500	94.7	603,900	203,500	86.1	175,200	248,400	76.5	190,000
North Dakota	137,700	93.5	128,800	42,600	96.9	41,300	41,400	91.5	37,900	53,700	92.4	49,600
South Dakota	150,600	91.4	137,700	51,700	95.7	49,500	43,900	89.1	39,100	55,000	89.3	49,100
Nebraska	350,800	91.6	321,200	164,200	95.8	157,300	84,700	89.7	76,000	101,900	86.3	87,900
Kansas	523,800	90.6	474,500	259,400	94.5	245,200	128,100	89.5	114,600	136,300	84.2	114,700
South Atlantic	(4,731,000)	(80.9)	(3,829,000)	(2,286,000)	(89.0)	(2,034,000)	(1,272,000)	(80.3)	(1,021,000)	(1,173,000)	(66.0)	(774,000)
Delaware	81,000	92.6	75,000	44,000	95.5	42,000	25,000	92.0	23,000	12,000	83.3	10,000
Maryland	563,000	93.3	525,000	355,000	96.3	342,000	150,000	90.7	136,000	58,000	81.0	47,000
District of Columbia	234,000	96.2	225,000	234,000	96.2	225,000						
Virginia	724,000	81.4	589,000	318,000	90.6	288,000	199,000	80.4	160,000	207,000	68.1	141,000
West Virginia	451,000	85.8	387,000	162,000	93.8	152,000	192,000	84.9	163,000	97,000	74.2	72,000
North Carolina	817,000	78.3	640,000	303,000	86.8	263,000	221,000	80.5	178,000	293,000	67.9	199,000
South Carolina	455,000	71.2	324,000	160,000	80.6	129,000	129,000	76.0	98,000	166,000	58.4	97,000
Georgia	792,000	72.7	576,000	350,000	81.1	284,000	177,000	74.6	132,000	265,000	60.4	160,000
Florida	614,000	79.5	488,000	360,000	85.8	309,000	179,000	73.2	131,000	75,000	64.0	48,000
East South Central	(2,718,000)	(75.1)	(2,040,000)	(1,116,000)	(85.3)	(952,000)	(589,000)	(76.1)	(448,000)	(1,013,000)	(63.2)	(640,000)
Kentucky	688,000	81.0	557,000	286,000	90.9	260,000	172,000	79.7	137,000	230,000	69.6	160,000
Tennessee	770,000	79.2	610,000	353,000	87.3	308,000	159,000	79.2	126,000	258,000	68.2	176,000
Alabama	719,000	71.6	515,000	298,000	82.2	245,000	164,000	72.6	119,000	257,000	58.8	151,000
Mississippi	541,000	66.2	358,000	179,000	77.7	139,000	94,000	70.2	66,000	268,000	57.1	153,000
West South Central	(3,555,000)	(78.8)	(2,803,000)	(1,751,000)	(86.9)	(1,522,000)	(764,000)	(76.8)	(587,000)	(1,040,000)	(66.7)	(694,000)
Arkansas	487,000	72.5	353,000	167,000	83.8	140,000	106,000	72.6	77,000	214,000	63.6	136,000
Louisiana	651,000	73.4	478,000	326,000	83.7	273,000	146,000	71.2	104,000	179,000	56.4	101,000
Oklahoma	571,000	82.7	472,000	274,000	90.5	248,000	127,000	78.7	100,000	170,000	72.9	124,000
Texas	1,846,000	81.3	1,500,000	984,000	87.5	861,000	385,000	79.5	306,000	477,000	69.8	333,000
Mountain	(1,211,000)	(88.9)	(1,077,000)	(606,000)	(93.9)	(569,000)	(362,000)	(85.6)	(310,000)	(243,000)	(81.5)	(198,000)
Montana	148,400	92.3	137,000	67,600	95.1	64,300	44,400	90.8	40,300	36,400	89.0	32,400
Idaho	141,700	92.4	131,000	59,900	95.2	57,000	39,500	90.6	35,800	42,300	90.3	38,200
Wyoming	73,100	91.4	66,800	32,700	95.4	31,200	23,100	90.0	20,800	17,300	85.5	14,800
Colorado	332,100	91.4	303,600	196,400	95.3	187,200	78,900	86.8	68,500	56,800	84.3	47,900
New Mexico	133,400	73.5	98,000	56,000	83.9	47,000	42,600	68.8	29,300	34,800	62.4	21,700
Arizona	169,800	82.4	139,900	70,800	89.8	63,600	69,700	81.6	56,900	29,300	66.2	19,400
Utah	166,700	95.9	159,800	102,800	97.4	100,100	42,800	94.2	40,300	21,100	91.9	19,400
Nevada	45,800	89.3	40,900	19,800	93.9	18,600	21,000	86.2	18,100	5,000	84.0	4,200
Pacific	(3,863,000)	(95.5)	(3,689,000)	(2,711,000)	(96.9)	(2,628,000)	(787,000)	(92.9)	(731,000)	(365,000)	(90.4)	(330,000)
Washington	667,000	94.5	630,000	397,000	95.7	380,000	173,000	93.1	161,000	97,000	91.8	89,000
Oregon	412,000	93.7	386,000	227,000	96.0	218,000	111,000	91.9	102,000	74,000	89.2	66,000
California	2,784,000	96.0	2,673,000	2,087,000	97.3	2,030,000	503,000	93.0	468,000	194,000	90.2	175,000
United States Total	37,600,000	90.4	33,998,000	23,748,000	95.2	22,597,000	7,533,000	87.4	6,586,000	6,319,000	76.2	4,815,000

POTENTIAL OF NEWS EDITORS' GROUP UP

POTENTIAL membership in the newly-organized National Assn. of Radio News Editors has increased to 150, according to John F. Hogan, news editor of WCSH Portland, Me., temporary director.

Plans are to hold the first annual convention by fall. The Omaha Chamber of Commerce has invited NARNE to meet there, and several stations have offered their facilities for the meeting. The executive committee will meet soon to decide on a convention site and date.

Tentative plans, adopted by the executive committee, are to limit membership to chief news editors of stations, although there has been considerable interest on the part of sub-editors and news writers, Mr. Hogan said. Membership qualifications probably will be decided by vote at the general convention.

On the executive commiteee are Tom Eaton, WTIC Hartford, Conn.; Al Gordon, KFWB Hollywood; Soren Munkhof, WOW Omaha; Sig Mickelson, WCCO Minneapolis, and Mr. Hogan.

Genius to Genius

WHEN Bob Shayon presented his plan for CBS' *Operation Crossroads* to Dr. Albert Einstein, the great mind listened silently for 40 minutes while the 32-year-old producer outlined the procedure and purpose of the broadcast. Finally the professor smiled, and asked in slight awe, "Do you carry all that in your head?"

Cited by Navy

COMMENDATION for "outstanding performance of duty" as communication and special devices officer on the staff of the Chief of Naval Airship Training and Experimentation at the Lakehurst (N. J.) Naval Air Station, has been conferred upon S. W. Townsend, president of WKST Newcastle, Pa., by the Secretary of the Navy. Commander Townsend was cited also for his professional skill and sound judgment.

CBS Enters Field Of Washington FM

DECISION to enter the FM field in Washington and to withdraw from either St. Louis or Minneapolis in conformity with the six-station-per-licensee limit was announced last Wednesday by CBS. Ending long speculation as to whether it would seek an FM outlet to program from the Nation's Capital, the network filed for a metropolitan station with the FCC and requested that its application be considered following Commission action on Boston and Los Angeles cases.

Already Operating

The network already operates FM stations in New York (WABC-FM) and Chicago (WBBM-FM). In addition, it has had applications on file in the four other cities where it owns standard outlets. Under the multiple ownership rules, the network can own only six FM stations although it owns seven standard outlets.

The Commission has issued eight construction permits for FM stations in Washington, following hearings in which 11 applicants contested for 11 available frequencies [BROADCASTING, March 25]. Of the three remaining applicants, two were passed up by unanimous action of four commissioners voting on the grants. The third (WWDC) was held up as a result of a 2-2 vote.

ED GARDNER OFFERS TO GIVE UP PERIOD

PRICE of $200,000 has been set by Ed Gardner, star of the NBC *Duffys Tavern*, to relinquish the Wednesday night time promised him by Bristol-Myers Co. when the *Eddie Cantor Show* discontinues. Firm sponsors both shows.

If the CBS *Joan Davis Show* shifts from Lever Bros. (Swan Soap) to Bristol-Myers (Ipana, Sal Hapatica), as the latter firm desires, the comedienne as well as the drug company would like the NBC Wednesday night spot. Miss Davis still has a year to go under her Lever contract, but it is understood that an arrangement to terminate contract could be worked out permitting start of new show for Bristol-Myers in fall. A similar deal is also possible between Eddie Cantor and Bristol-Myers, allowing a shift to Pabst Sales Co. (beer) next fall rather than 1947 as originally proposed.

Lee Bristol is said to have promised Mr. Gardner Wednesday 9-9:30 p.m. (EST); Mr. Gardner has never been "sold" on Friday, 8:30-9 p.m. (EST) with a West Coast repeat 8:30-9 p.m. (PST), his current time. Cognizant of his sponsor's desire, Mr. Gardner intimated willingness to cooperate and release Bristol-Myers from the verbal promise for a cash consideration of $20,000 per year over a 10-year period.

Broadcasting Plans Furthered For Coverage of Bikini Tests

THE QUIET TICKING of a metronome will be the prelude to the atomic bomb blast as it is heard over the air this July from Bikini Atoll in the Pacific.

The metronome will be set in motion before a live microphone aboard the target battleship, *USS Pennsylvania*, close to the bullseye ship for the first bomb. Even if the microphone is disintegrated before the sound goes on the air, as some radio experts predict, the ceasing of the metronome will signal the exact moment of the blast.

To insure that the actual sound of the bomb burst is broadcast, another microphone will be aboard the destroyer, *USS Rhind*, in an outer part of the 77-ship target array. Additional pick-ups will be made from Vice Adm. W. H. P. Blandy's flagship, *USS Mount McKinley*, and the press ship, *USS Appalachian*. With microphones at progressively further points away from the bullseye becoming activated, the sound of the blast should reach the last ship many seconds after the bomb goes off.

The order of sounds will be the metronome, then from microphones aboard the *Pennsylvania, Rhind, Mount McKinley, Appalachian*. Shortwave transmitters at the scene will relay the detonation almost instantaneously to listeners in the U. S.

Pool Programs

Broadcast of the "drop" itself and of the periods immediately preceding and following, is to be made on a basis of a "pool" to all networks, with one selected correspondent at each origination point (with the exception of the target ships) to handle descriptions.

Other pooled broadcasts will be the first report of the results of the bombing, first post-bombing broadcast by the Commander of the Crossroads Operation, Admiral Blandy, and his immediate deputies; first post-bombing broadcast by the pilot or other crew member of the bomb-carrying plane; all broadcasts from the *USS Panamint;* and other news broadcasts where time limitations necessitate pool handling.

Major transmitter equipment will be aboard the *Appalachian*. Broadcasts from other ships in the task force will be transmitted to the *Appalachian* and relayed to the States.

Tentative assignments of radio correspondents were announced last week. Aboard the *Mount McKinley* will be: Don Bell, MBS (pool announcer); Ralph Peterson, NBC; Don Mosley, CBS; Fred Opper, ABC. The list for the *Appalachian* includes: Clete Roberts, ABC (pool announcer); Web Edwards, Bill Downs, CBS; Robert Stewart, MBS; George Folster, NBC; Austin Fenger, KSFO; A. J. Mosby, KGVO; George M. Jackson, Indiana Broadcasting Assn. Bill Downs will do a descriptive broadcast from an observation plane flying over the target [BROADCASTING, March 25].

At Kwajalein will be: W. W. Chaplin, NBC (pool announcer); George Moorad, CBS.

Mutual's staff of correspondents who will report the dropping of the bomb will broadcast a preliminary program June 30 describing the detailed preparations at Bikini Atoll prior to the test.

The broadcast made from vantage points of the operation will describe the shipping arrangement to be used in the test from Kwajalein Atoll, where the drop squadron is making plans for the actual bombing runs. Ernest K. Lindley, of *Newsweek*, will report on the crews, the scientific observers and other officials assembled there.

ARNOLD C. BOONE OPENS OWN AGENCY

ARNOLD C. BOONE, connected with radio stations in St. Louis for 15 years, has opened his own agency, Arnold C. Boone Advertising. For past three years he has been with KMOX.

Agency will serve all media, but will concentrate principally on radio accounts. Address is 4 North Eighth Street, St. Louis. Boone Agency is now handling the Slack Furniture Co. account, a firm that has been one of the largest consistent radio advertisers in St. Louis for over ten years.

Army on 720

U.S. ARMY Recruiting Service has placed a spot announcement nighttime campaign on 720 radio stations throughout the country for the month of June. Timing of the campaign is directed at the June high school graduates. The theme is "Make it a million." Specifically aimed at the graduates, format says: "You are the first peace-time graduating class in all history ever to have the chance to get a free college education."

CONVENTION OF PAA WILL OPEN JUNE 24

ANNUAL convention of the Pacific Advertising Assn. will be held June 24-28 in Spokane, Wash., with Justin Miller, NAB president, as a principal speaker. Mr. Miller will discuss "New Threats to Advertising." Presiding will be Charles A. Storke Jr., PAA president and secretary-treasurer of KTMS Santa Barbara.

Radio departmental will be held on the 27th with Robert McAndrews, NBC Western Division advertising and promotion manager, as chairman. C. Burt Oliver, radio business manager of Foote, Cone & Belding, Hollywood, will discuss the Broadcast Measurement Bureau. Ruth Arnold, western manager of C. E. Hooper Inc., will outline the new Hooper diary ratings. Charles B. Brown, president of Colonial Films, will talk on television commercials. FM and merchandising are on the departmental program.

Networks Cover Strike Crisis With Pickups From Capital

(Story on individual station coverage on page 42)

WITH TWO major nationwide strikes called off within a week radio today settles down to normal routine, after more than 10 days of public service and news broadcasting brought about by the rail and soft coal strikes.

When word was announced that President Truman would take the rail strike to the American people over the radio Friday night May 24 and address a joint session of Congress the next day, all major networks and scores of independents prepared to cover the news.

In Washington the networks and capital stations quickly dispatched top reporters and commentators to the Capitol, White House and Statler Hotel, where the rail union chieftains and operators were in session.

NBC was prepared to televise the President's address before Congress, according to Carleton Smith, WRC-NBC general manager, but Speaker Sam Rayburn (D-Tex.) said the White House had requested no direct telecast. NBC offered to feed such a telecast to other television stations, but the rejection stood. Consequently NBC made television films of the President, flew them to New York and put them on WNBT a short time later.

More than 30 direct pickups were made from the Senate and House radio galleries and the House library and record rooms following the President's address. Senators and Representatives of both parties were interviewed by all networks. For the House radio gallery, it was a baptism. The May 25 session was the first joint meeting of Congress since the new House gallery was opened early this year.

D. Harold McGrath, superintendent of the Senate radio gallery, said more direct broadcasts were done from the Capitol in the three days following the President's speech than in any other three-day period in the Congressional radio gallery history.

At Deadline ...

TWO LOCALS GRANTED; WBAX PROPOSAL ADOPTED

GRANTS for daytime 1-kw station at Alpena, Mich. and 250-w fulltime outlet in Hollywood, Fla. announced by FCC Friday.

Midwestern Broadcasting Co., licensee of WTCM Traverse City, received Alpena grant, for 1450 kc.

Hollywood Broadcasting Co., controlled by Jones Weiland, owner, WFTC Kinston, N. C., and 48% owner, WSSV Petersburg, Va., granted daytime use of 940 kc with 1 kw at Hollywood, Fla. Mr. Weiland owns 54%-plus. His wife, Lenore, owns 13%. Other stockholders: Louis H. Peterson, 48% owner, WSSV, and Fitzhugh Wallace, Kinston, 10% each; Z. H. Pilcher Sr., Hollywood, 8%; several others with small holdings.

FCC also made final, proposed decisions to grant John H. Stenger Jr. license to continue operation of WBAX Wilkes-Barre; grant Thomas N. Beach's application for 1490 kc with 250 w fulltime at Birmingham; grant A. C. Neff application for 1400 kc with 250 w fulltime at Savannah, Ga.

WCNH Concord, N. H. granted CP modification authorizing move of transmitter and studio location to Manchester, frequency 1240 kc instead of 1490, with 250 w fulltime.

DON LEE RENEWALS GROUPED

PREPARING for inquiry into possible option time violations by Don Lee network, scheduled for June 17, FCC Friday ordered renewal applications of KFRC San Francisco, KHJ and KHJ-FM Los Angeles consolidated for hearing with renewal applications of KGB San Diego and KDB Santa Barbara.

FRANK STANTON, president of CBS, Saturday given honorary doctor of laws degree by Birmingham-Southern College, Birmingham, Ala., and delivered commencement address to College's graduating class.

KQW

(*Continued from page 4*)

Francisco for network operations. Such factors, he said, "have heretofore been applied by the Commission in cases involving multiple ownership and concentration of control."

Commissioner Wakefield said FCC "subscribes to the view that networks are an integral and necessary part of broadcasting," and should therefore "recognize the needs of networks." Competition, he said, would not be harmed by KQW sale to CBS.

In support of plans to buy KQW from Sherwood B., Mott Q., and Ralph B. Brunton and Mr. McCarthy, CBS had given three main reasons: (1) Need of owned stations especially in key population centers to assure outlets in those areas; (2) improved originations from owned stations; (3) increased economic stability for network through ownership.

Replying, majority opinion said other networks "have had no difficulty in operating effectively," though none has more than five owned stations. Commissioner Jett contended there was no basis in record for such statement, since other networks did not participate in proceeding.

FCC RULES NETWORK NOT BOUND TO AFFILIATE

FCC WILL NOT allow station affiliate to bind network for period of more than two years, according to ruling issued Friday by Commission in denying approval agreement between WJW Cleveland and ABC conferring upon station right to extend affiliation beyond original expiration date.

Commission said WJW agreement neglects "basic consideration" underlying all network regulations, viz: FCC concern for improved service "which the public might otherwise be expected to derive from competition in the network field." Also, Commission added, agreement fails to recognize that "conceivably it may be in the public interest not to permit networks to restrict their ability to compete with other networks in the selection of affiliated stations."

Options proposed by WJW would extend terms of affiliation agreement with ABC for three successive periods, two years each, at discretion of station; provides that either party may terminate basic affiliation at any time during extension periods upon 12 months' notice to other party.

KASA, KTNM SALE APPROVED; HEARING ON KROD CASE

SEPARATION of interests in KASA Elk City, Okla. and KTNM Tucumcari, N. M., with Lonnie J. Preston becoming sole owner of KASA and Hoyt and Robert D. Houck and Walter G. Russell taking one-third each in KTNM, approved by FCC and announced Friday.

Commission designated for hearing application of Dorrance D. Roderick, owner of KROD El Paso, for assignment of license to Roderick Broadcasting Corp., which he owns. FCC said it wished to investigate proposed $200,000 bond issue and its effect on financial ability of station.

In KASA-KTNM transactions, Mr. Preston, president and general manager of KASA, exchanges 25% interest in KTNM for combined 75% interest of Messrs. Houck and Russell in KASA [BROADCASTING, Feb. 18]. FCC said consideration of $11,138 involved in KASA transfer, $8,046 in KTNM assignment.

Mr. Preston said in application that he planned to sell 44% interest in KASA to Mrs. Alice Howenstine, Elk City, owner of insurance agency in Butler, Okla., for $10,934, and 3% interest to brother, J. M. Preston, for $820.

MESTER APPEAL LIKELY

APPEAL of FCC's denial of $300,000 sale of WOV New York to Murray and Meyer Mester appeared likely as Commission announced Friday it had denied petition for rehearing. Segal, Smith & Hennessey, counsel for Mester brothers, said after issuance of denial decision in March that appeal would be filed for hearing by three-judge statutory court in New York. Dow, Lohnes & Albertson, counsel for Arde Bulova and Harry D. Henshel, transferors, said they considered sales contract "over," did not plan to join in appeal. Under duopoly rule, Mr. Bulova must sell either WOV or WNEW.

CROSS-COUNTRY test flight of Westinghouse Electric Corp.'s Statovision [BROADCASTING, May 27], slated for today (June 3), after two postponements last week.

FULL FM CPs ISSUED TO 19 CONDITIONAL GRANTEES

NINETEEN FM construction permits issued Friday by FCC to conditional grantees who had previously received engineering approval. Group included 10 standard licensees. One conditional grantee also given basic engineering approval. Actions brought total cp's to 73 (see earlier story page 91).

FINAL CPs ISSUED

The Daily Report, Ontario, Calif.—Community station; 104.3 mc (Channel 282); 250 w; antenna: 194 ft.

Contra Costa Bcstg. Co., Richmond, Calif.—Community station; 104.7 mc (Channel 284); 0.14 kw; antenna: 346 ft.

Lee Brothers Bcstg. Co. San Bernardino, Calif. (KFXM)—Metropolitan station; 103.3 mc; (Channel 277); 0.47 kw; antenna: 2,260 ft.

Robert K. & S. C. Hancock, Co-partners d/b as Santa Maria Daily Times, Santa Maria, Calif.—Community station; 104.3 mc (Channel 282); 250 w; antenna: 289 ft.

Augusta Bcstg. Co., Augusta, Ga. (WRDW)—Metropolitan station; 94.5 mc (Channel 233); 30 kw; antenna: 664 ft.

J. W. Woodruff et al, d/b as Columbus Bcstg. Co. Columbus, Ga. (WRBL)—Metropolitan station; 96.7 mc (Channel 244); 12 kw; antenna: 510 ft.

Paul F. McRoy et al, d/b as Southern Illinois Bcstg. Partnership, Carbondale, Ill.—Metropolitan station; 100.5 mc (Channel 263); 3.4 kw; antenna: 345 ft.

Champaign News Gazette, Inc., Champaign, Ill. (WDWS)—Community station.

North Shore Bcstg. Co., Evanston, Ill.—Community station; 194.3 mc (Channel 282); 250 w; antenna: 225 ft.

Quincy Newspapers, Inc., Quincy, Ill.—Rural station; 97.7 mc (Channel 249); 32 kw; antenna: 743 ft.

The Radio Station KFH Co., Wichita, Kans. (KFH)—Metropolitan station; 96.5 mc (Channel 243); 18.5 kw; antenna: 411 ft.

The Hampden-Hampshire Corp., Holyoke, Mass. (WHYN)—Metropolitan station; 95.5 mc (Channel 238); 3.5 kw; antenna: 940 ft.

North Shore Bcstg. Co., Salem, Mass. (WESX)—Community station; 105.5 mc (Channel 288); 250 w; antenna: 209 ft.

James Bcstg. Co., Inc., Jamestown, N. Y. (WJTN)—Metropolitan station; 101.5 mc (Channel 268); 9.5 kw; antenna: 750 ft.

The Messenger Publishing Co., Athens, Ohio—Metropolitan station; 102.9 mc. (Channel 275); 16.5 kw; antenna: 550 ft.

Pacific Radio Advertising Service, Portland, Ore.—Metropolitan station; 95.7 mc (Channel 239); 3.2 kw; antenna: 911 ft.

Susquehanna Bcstg. Co., York, Pa. (WSBA)—Metropolitan station; 94.9 mc (Channel 235); 20 kw; antenna: 500 ft.

Times Publishing Co. of Wichita Falls, Tex.—Metropolitan station; 97.7 mc (Channel 249); 20 kw; antenna: 500 ft.

Intermountain Bcstg. Co., Salt Lake City, Utah (KDYL)—Metropolitan station; 98.5 mc (Channel 253); 3.2 kw; antenna: 14 ft.

ENGINEERING APPROVAL

The following applicant was granted approval of basic engineering plans: (Note: power given is effective radiated power; antenna height given is height above average terrain.)

Pinellas Bcstg. Co., St. Petersburg, Fla. (WTSP)—Metropolitan; 92.1 mc (Channel 221); 30 kw; antenna

Closed Circuit

(*Continued from page 4*)

as to proposed decision are exhausted because CBS is anxious for transaction.

DEFERENCE to diplomatic amenities may delay NAB's occupancy of four-story building bought last month. Former town house of William C. Eno, traffic safety expert, now occupied by Canadian legation as annex, is used as combined office and billet. Present NAB home lacks facilities for billeting so may not be adapted to switch with Canadians. NAB can take over new site in three months but doesn't wish to put Canadian legation staff on curb.

FCC IS PLAYING with TNT again on FM. Durr proposal for withholding channels for future FM applicants is being debated with Durr philosophy of holding out for newcomers (mainly labor unions, etc.) at present having edge. Serious legal question involved is whether Commission can withhold grants when facilities are available and there are qualified applicants therefor.

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...it's not what we THINK,

but what we KNOW...

about RURAL LISTENING!

You can't "guess" when it comes to rural audiences. You can't "think" the farmer and his family like this or that program. You have to **know!**

And the fact that WLW **does** know is demonstrated by the 1945 Variety award to WLW for "Contributing To The Nation's Breadbasket."

For years, WLW has intensively studied rural listening in the great 4-state market that is WLW-land.

1. **Six Years Ago** the WLW Cost Allocation Study provided, among other things, the first sound estimate of the extent and nature of rural listening.
2. **Three Years Ago** WLW underwrote the first rural coincidental telephone survey ever made by C. E. Hooper, Inc.
3. **Last Year** The Nation's Station, continuing to pioneer, became the first radio station to subscribe to the Nielsen Radio Index, for factual measurement of **all** listening . . . rural as well as metropolitan.
4. **This Year** another yardstick is in use – a consumer panel of 3000 radio homes, properly stratified, called The People's Advisory Council.

These various studies and services have guided us through the years in our programming for the audience beyond the city limits. We have found out when they listen to WLW, and to what extent.

Result: A bigger, more loyal rural audience . . . an audience overwhelmingly satisfied because it is intelligently served.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION